

HELPING REDUCE CONTACT CENTER COSTS



HOW AVATARS HELP USERS NAVIGATE YOUR WEBSITE AND REDUCE CONTACT CENTER COST

- **YOU HAVE THE CONTENT**
Your website has everything your members need – plan details, provider lists, prescription coverage. Yet you're still peppered with calls and emails all day from people looking for this information.
- **YOUR USERS CAN'T FIND IT**
Maybe the content is a few clicks in. Perhaps it's prominent, but they're just overlooking it. You've invested in a resource-rich site, but you're not realizing its value because your users aren't finding what they need.
- **GUIDE YOUR VISITORS BETTER**
Our Avatars help your site visitors find the exact information they're looking for, so they don't have to call your customer support team to find out information they can see right online.
- **OUR AVATARS DELIVER**
Our Avatars answer the questions your site visitors are asking. Our analysis shows our Avatars are up to **FOUR TIMES** more likely to guide users to the pages they're looking for. That cuts down on calls and saves you money.

Top reasons members contact health insurance companies

- #1 Ask questions about plan coverage
- #2 Find a healthcare provider

<https://www.statista.com/statistics/813857/us-patient-reasons-for-contacting-health-insurance-provider-by-generation/>

"Organizations report a reduction of up to 70% in call, chat, and/or email inquiries after implementing a VCA (Virtual Customer Assistant), according to Gartner research. They also report increased customer satisfaction and a 33% saving per voice engagement."

<https://www.gartner.com/en/newsroom/press-releases/2018-02-19-gartner-says-25-percent-of-customer-service-operations-will-use-virtual-customer-assistants-by-2020>

