Health Insurance Giant Prescribes eGain Customer Engagement Hub to Integrate Content, Channels, and Legacy Data Across Massive Multichannel Customer Base

The first phase of deployment was delivered on time, under budget, and saved the company $2.6 million.

COMPANY
One of the five largest health insurers in North America, this member-owned company, founded during the Great Depression, processes over 1.5 million transactions a day for a subscriber base of twelve million—roughly fifty claims and customer service incidents per second.

CHALLENGE
Both competition in the industry and the Affordable Care Act placed massive pressure on the company to reduce operational costs, improve service performance, lower cost of sales, adapt to an increasingly “retail” version of health care, and embrace new provider reimbursement models. They wanted to prepare for required technology changes and “make it easier for members and business partners to communicate with us.” But with some of the largest, most widespread technology “footprints” encompassing multiple sales force automation and CRM applications, claims processing, provider support, and many legacy systems that were “older than the hills,” bringing any kind of performance innovation would have to mean improving the findability and usability of information without sacrificing the systems in which it lived.

SOLUTION
They began a search for a “killer app” for multichannel service and content management. The system they wanted had to handle multiple forms of communication, “federate” answers from multiple knowledge sources, perform context-based routing and referrals, and be aware of service agents’ skills and availability across channels, and enable both internal and external messaging and conferencing. It also needed to “maintain service consistency” with members’ expectations.

The company chose the eGain® Customer Engagement Hub™ because it was the only solution that could meet all of these needs within a single, unified system. The Customer Engagement Hub applications they selected included eGain Knowledge+AI™, eGain Chat™, eGain Cobrowse™, eGain Mail™,
RESULTS

“We needed chat. We needed click-to-call over our Cisco VoIP system. We had four major portals we had to plug into. We needed integration with Siebel CRM, and our SFA systems. We needed a single knowledge base but that wasn’t possible given our old systems. eGain understood that right off the bat,” says the Principal Solutions Architect for the new system.

“Others didn’t get that what we needed was some sort of unified customer engagement hub,” said the Solutions Architect further. “We could buy features all day long, but that doesn’t make them integrated. eGain federates sources and accesses them equally well. It integrates our service channels. We picked what fit our strategic plan.” And he has praise for the eGain team as well. “What made us successful was eGain’s approach. Interactions and not just tools. Working software vs. beautiful documentation. True collaboration instead of arguments about what’s on the statement of work. They met change, and they adapted. And their track record gave us confidence.”

The first phase of the project introduced eGain Chat. It was delivered on time, under budget, and saved the company $2.6 million almost immediately after deployment. Four additional twelve-week phases were quickly rolled out, expanding the footprint of eGain Chat and eGain Cobrowse, integrating eGain Knowledge and data sources, adding eGain MessageCenter, portal integration, and CRM integration.

“eGain just did it,” says the Solution Architect. “I gave them a vision, and they ‘got’ it. What’s more,” he adds, “is that they delivered it routinely and reliably, again and again and again.”