



**ACHIEVING LIGHTNING-FAST CASE  
RESOLUTION IN UNDER A MINUTE  
FOR A LEADING MANAGED  
CARE COMPANY**



Our client is a managed care company that provides health insurance to nearly 5 million individuals through government programs such as Medicaid and Medicare.

## Key Challenge

### Tackling CRM Limitations

Our client was facing a critical challenge with their call center operations. Their existing CRM system, which relied on MS Dynamics, failed to provide a unified view of members and providers for their 3,500 Customer Service Representatives (CSRs). This deficiency posed difficulties in monitoring and enhancing CSR efficiency, leading to prolonged case resolution times and subpar C-SAT scores.



## The Solution

### Transformative Call Center Upgrade

To address these obstacles, the company initiated a call center modernization initiative in partnership with Infosys. The call center application, spanning design, development, integration, and ongoing support, underwent a migration to Salesforce Health Cloud, due to the platform's capacity to efficiently manage both member and provider calls within an integrated application.

### Elevating Operations with a Modern Solution



#### Efficient Call Management

Single console-based app with 30+ custom interfaces to handle call types such as redetermination, claim processing, ID cards, demographic changes, etc.



#### Seamless Data Integration

Comprehensive and up-to-date access using OData services to show info from external systems to Salesforce



#### Data-Driven Insights

Using Einstein Analytics for enhanced data-driven decision-making capabilities



#### User-Friendly Solution

Lightning components employed for all modules to ensure data accessibility in a user-friendly manner

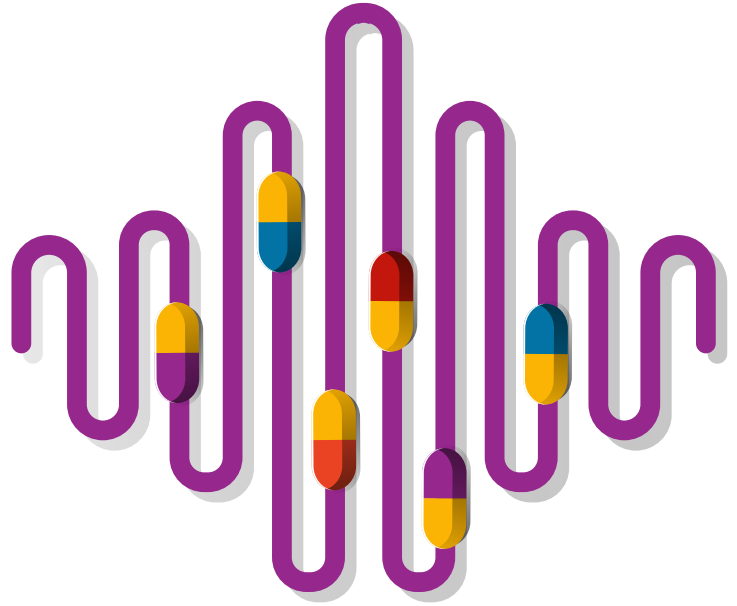
# Benefits

## Driving Results Through Modernization

Partnering with Infosys to embark on the call center modernization project proved instrumental in addressing the client's pressing business challenges. This comprehensive initiative delivered substantial benefits, transforming their operational landscape in several key ways:

- **Enhanced Efficiency and Productivity**  
22% fewer clicks for case resolution, and a 20% increase in agent productivity with an out-of-the-box dialer application
- **Swift Case Resolution and Communication**  
Improved member communication tool and rapid case resolution averaging one minute per outbound case
- **Reduced Total Cost of Ownership (TCO)**  
10% decrease in application TCO through the adoption of a low-code approach

The modernization initiative not only helped our client attain heightened customer satisfaction and operational efficiency but also allowed them to position themselves for the successful delivery of government programs to their 5 million members.



## Infosys Healthcare Practice

Infosys empowers healthcare organizations to streamline intricate ecosystems, uniting processes, data and core systems. By forging seamless connections across the value chain, we pave the way for harmonized healthcare journeys that enhance connectivity between members and patients, fine-tune operational costs and orchestrate speed-to-market.

Learn more about how we enable organizations to amplify their possibilities and drive transformative growth.

[www.infosys.com/healthcare](http://www.infosys.com/healthcare)



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