



Engagent Health Increases Conversions by 60% Using Avaya OneCloud Solutions



ENGAGENT HEALTH

engagenthealth.com 

The COVID-19 pandemic exposed a looming crisis in healthcare accessibility that has made organizations like Engagent Health critical. The company's unified, cloud-based platform streamlines the sales process for agencies and health plans in the government payor space, including everything from agent onboarding to Customer Relationship Management (CRM) to provide a single resource for all member acquisition initiatives. As part of its offering, the company also provides outsourced agent support to help offset peak call times focusing strictly on member acquisition. For the 43% of adults ages 19 - 64 that have inadequate health insurance prior to the pandemic, and the millions of others who lost coverage as a result, Engagent Health is a vital resource for exploring options and finding their best plan.

In the short-term, the company needed to maintain quality of service amidst a huge increase in call volume while keeping staff reliably connected to get work done. In the long-term, there was the need to support scalable growth (the company has two operations centers in Florida as well as in the Dominican Republic, the latter which are slated for 5x expansion in 2021) and better innovation for member acquisition initiatives. As a relatively new player



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in the industry, the company has ambitious digital transformation plans for reshaping the way people think of member engagement. Austin Ifedirah, Founder and CEO at Engagent Health, knew the company's patchwork system could no longer hold up as they forged ahead. After looking at several vendors, the organization chose Avaya for its industry credibility, breadth of functionality, and ease of use and deployment.

Engagent Health began using Avaya OneCloud CCaaS for its contact center operations (both internal and outsourced) and Avaya's UCaaS calling solution, Avaya Cloud Office by RingCentral, to enhance communications for its distributed workforce. The company also has plans to use Avaya OneCloud CPaaS to flexibly build services that enhance customer and business outcomes. Using Avaya OneCloud solutions, the company has been able to increase its conversion rate by 60% and increase care plan engagement by 80% compared to the average provider.

Effortless and Seamless Customer Experiences with Avaya OneCloud CCaaS

Avaya OneCloud CCaaS helped Engagent Health consolidate its fragmented contact center environment to align processes, resources, and functions as well as leverage new ways to connect with customers when and how they want. The company has plans to expand from primarily voice to offering a broad range of digital touchpoints and interaction types to increase responsiveness, enhance personal interactions, and better support the customer journey.

"We couldn't settle when it came to the contact center. We had seen Avaya's recognitions for contact center and customer experience innovation over the years, and we knew they'd be able to take our operations to that next level," Ifedirah said. "We're especially interested in process automation, self-service options, and proactive outreach. There's so much we can now do."

CHALLENGES

- Multiple contact center locations that were not centralized and through multiple vendors
- Lack of robust reporting to make staffing and business decisions
- Needing a partner to enable digital transformation for future growth

VALUE CREATED

- Single cloud platform across multiple locations through one trusted partner.
- Reporting and analytics for clients that assist in business strategy and decision-making as well as new client acquisition.
- Flexible cloud platform to support digital transformation and major growth in the future.
- Collaboration tools to communicate internally and support contact center and employees.

SOLUTION USED

- Avaya OneCloud CCaaS
- Avaya Cloud Office

For example, as a contact center outsourcer responsible for offsetting high call volume, the company can use Avaya OneCloud CCaaS to leverage AI-enabled bots that provide 24/7 support, freeing agents to focus on customer interactions that require a human touch. There are also more options for meeting the needs of mobile callers with digital deflection and self-service channels that help reduce toll-free charges and increase efficiencies. Avaya OneCloud CCaaS will also support the company's planned growth in 2021 with global scale, reach, and security.

Working Quickly and Reliably from Anywhere with an All-in-One Cloud Communications Solution

The company's executive management team and other select teams (i.e., software developers and supervisors) are using Avaya Cloud Office for real-time communication that helps improve decision-making and increase customer value. "When you're talking to thousands of customers on a daily basis, there are many unique situations that you have to navigate. Being able to communicate in real-time about things like policy changes and customer qualifications across all of our global operations centers is massively important," said Ifedirah. The executive management team also uses Avaya Cloud Office to solve for problems in real-time while prospects are on the phone, being able to share information quickly through one simple, easy-to-use solution.

Other solution features Engagent Health plans to take advantage of include voicemail-to-text (being able to automatically convert voicemails to text that can be read in the body of emails and text messages), automatic call recording (automatic recording of inbound and outbound calls; administrators can also set up the system to record inbound calls for specific departments), and multi-level auto attendant (being able to answer calls automatically with custom greetings and making sure every call is directed to the right person or team regardless of location or device being used).

Innovating Member Acquisition and Enhancing Quality Measures with Avaya OneCloud CPaaS

Engagent Health is differentiated by its innovative vision for the sales process as part of the end-to-end customer journey. “It’s not about just selling something and moving on,” Ifedirah explained. Once a customer becomes a member of a specific care plan, the company has to reach out to the person to introduce them to their plan, answer frequently asked questions, get them their ID cards, and more. Research shows the average engagement rate at this point in most plans hovers around 20-30% (quality measures are tied to the ability to follow up with customers to complete the deployment of their care plan). With help from Avaya, Engagent Health is better positioned to assist its clients to move their customers down the path of engagement.

The company is looking to use Avaya OneCloud CPaaS to expand customer engagement with a more holistic, digital communications experience. This includes seamless third-party integration, Web self-service (via a conversational chat bot that can greet customers and answer commonly asked questions), and proactive outbound notifications that can track responses and personalize interactions. Using Avaya OneCloud CPaaS, Engagent Health can build whatever service it needs to meet customer expectations.

Rising to the Task During a Public Health Crisis

As we closed out one of the most volatile years in recent history, companies across the care continuum are being called to rise to the task of increasing efficiency, resiliency, and reliability. “We need to take license from other industries and apply that to what is being done in healthcare, including critical areas of care like member acquisition and care plan engagement. Avaya is helping us move fast to deliver the kind of experiences that will put us ahead of the rest,” said Ifedirah.



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About Engagent Health

Engagent Health builds unified solutions for sales agents, agencies and health plans in the health insurance space. These offerings include software platforms and wrap around people augmentation and insurance agency services. Learn more at engagenthealth.com and marketplaceinsuranceservices.com.

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About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter.

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