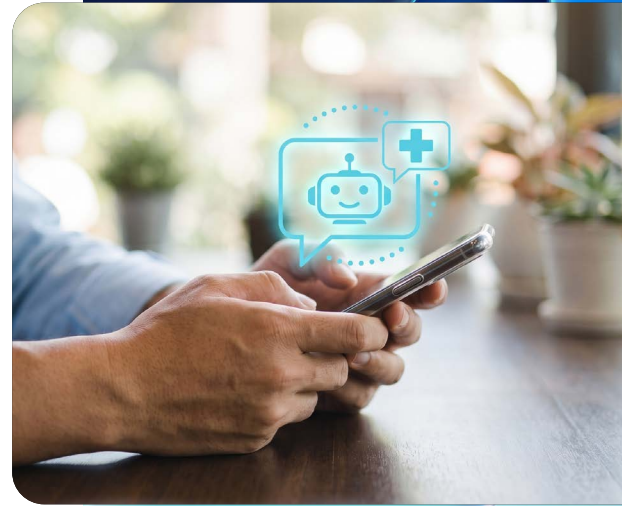




Health plan modernizes member and provider experiences with data, automation and AI



A connected service model helps a health plan unify member intelligence, simplify provider interactions.

OVERVIEW

A leading health plan partnered with TTEC Digital to modernize member and provider experiences through a connected, data-driven service model. The engagement established a unified Member 360 foundation to improve customer intelligence, segmentation, analytics, and personalization. It simplified high-friction provider interactions through conversational service automation, strengthened platform quality across Microsoft and Genesys environments, and expanded delivery capacity for ongoing modernization.

AT A GLANCE

- Unified member data to support more personalized engagement
- Simplified provider authorization inquiries with intelligent self-service
- Improved operational efficiency across service and support workflows
- Strengthened digital operations for ongoing Microsoft and Genesys innovation

THE CHALLENGE

The health plan pursued an ambitious customer experience (CX) transformation but faced several obstacles limiting its ability to deliver seamless experiences at scale. Member and customer information were distributed across multiple systems, making it difficult to develop a complete view of individual relationships and engagement opportunities. Without a unified profile, personalization, retention initiatives, and analytics were constrained.

At the same time, providers frequently contacted customer service representatives for Prior Authorization guidance, creating a significant operational burden. These interactions required manual research and policy interpretation, leading to longer resolution times, inconsistent experiences, and extra administrative effort for service teams.

The organization also needed to support ongoing enhancements across Microsoft and Genesys platforms while maintaining quality, reliability and delivery velocity. Internal teams required additional capacity and specialized expertise to advance strategic initiatives without slowing innovation.

To achieve its long-term vision, the health plan needed a scalable foundation capable of connecting data, automating service interactions, and supporting continuous improvement across member and provider experiences.

THE SOLUTION

The organization partnered with TTEC Digital to deliver a multi-year transformation program focused on customer intelligence, service modernization and operational excellence.

Creating a unified member view

TTEC Digital helped establish a Member 360 foundation by unifying data from multiple sources into a clear, actionable framework. This enabled the organization to better understand member behaviors, develop richer audience segments, support advanced analytics, and lay the groundwork for future personalization. The new approach transformed customer data from a collection of disconnected records into a strategic asset supporting retention, engagement and experience optimization.

Modernizing provider service experiences

To address the high volume of Prior Authorization inquiries, TTEC Digital designed and implemented an intelligent self-service experience powered by conversational AI and integrated service workflows. Providers can now access authorization guidance through automated channels while service cases are created and tracked automatically. When escalation is needed, context is preserved, reducing repetitive information gathering, and improving continuity of service. This approach simplifies complex interactions while delivering faster, more consistent experiences for providers.

Supporting continuous innovation

In parallel, TTEC Digital provided ongoing platform support, testing and quality assurance services across the plan's Microsoft and Genesys environments. Dedicated resources helped accelerate enhancements and improved release quality, establishing a scalable operating model that balances innovation with governance.

THE RESULTS

By connecting customer intelligence, automation and operational excellence, the health plan established a foundation for long-term growth and innovation:

Improved member intelligence

- Created a unified Member 360 foundation for deeper customer understanding.
- Enabled advanced segmentation, analytics, and personalization capabilities.
- Improved visibility into member behaviors and engagement opportunities.

Enhanced provider experience

- Simplified complex Prior Authorization interactions through intelligent self-service.
- Reduced reliance on manual research and policy interpretation.
- Improved consistency and transparency across provider interactions.

Greater operational efficiency

- Automated key service processes to reduce administrative effort.
- Streamlined workflows across customer service and provider support functions.
- Expanded organizational capacity for strategic initiatives and ongoing enhancements.

Stronger digital operations

- Increased confidence in platform releases through dedicated quality assurance and testing.
- Accelerated modernization across Microsoft and Genesys environments.
- Established a scalable foundation for future AI, automation and member and provider experience initiatives.

By unifying customer data, modernizing provider interactions and strengthening digital operations, the health plan created a scalable platform for delivering personalized, efficient and connected healthcare experiences. This transformation resolved immediate operational bottlenecks while establishing the foundation for continuous digital innovation.