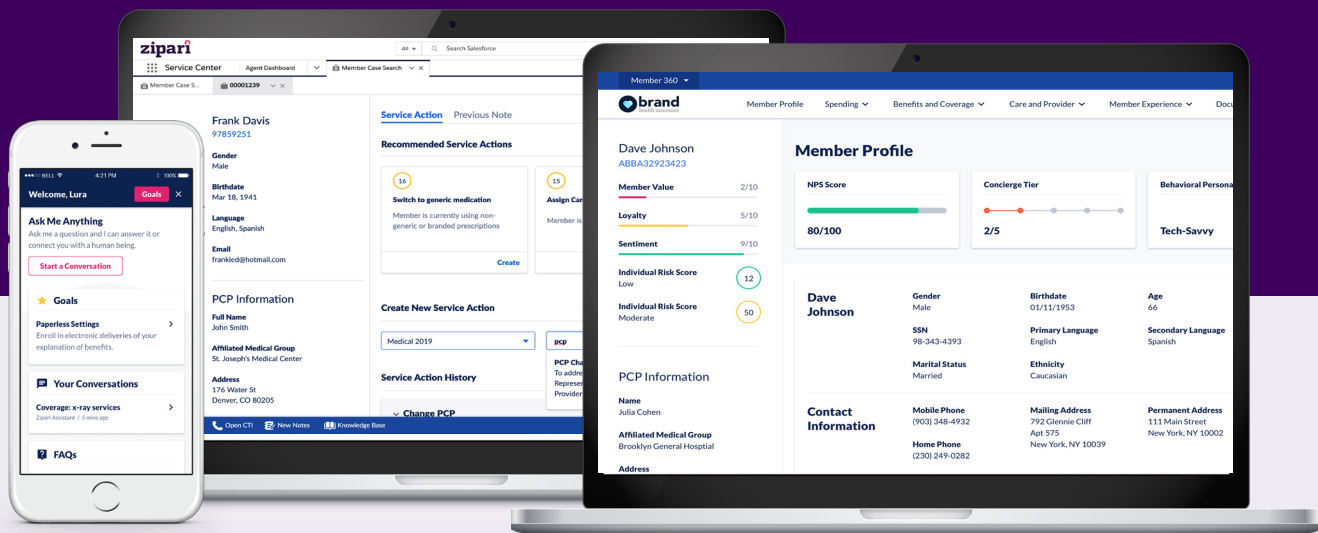# zipari

RAPID CALL CENTER TRANSFORMATION MADE POSSIBLE

A Comprehensive Solution that is 10X Cheaper, 10X Faster, and 10X Better for Health Plans and their Customers

At the frontline of any health plan is the call center team who interacts with consumers nearly every hour of the day. Despite their problem-solving abilities, call centers have become cost centers for many health plans. Imagine instead, a well-informed customer service center team that is driving down call wait times while increasing first-call resolutions. A key tactic to making this a reality is arming customer service representatives (CSRs) with proactive technologies that make their jobs easier and efficient. With Zipari, it's possible.

THE SOLUTION

Powered by the CX Engine, **Zipari's Call Center Transformation Solution** powers call centers to become revenue-generating centers. By integrating our suite of products into a single solution, we can rapidly accelerate and build cost-effective technologies that automate cross-department communications, arm CSRs with pre-built health insurance workflows, and significantly improve customer engagement.

SOLUTION BENEFITS

» **Proactive and high-touch customer service** aimed at reducing call times and improving customer satisfaction

» **Rapid deployment and seamless integration with Microsoft Dynamics CRM** without the need to rip and replace, saving time and money

» **Universal access to customer interaction data** across the entire organization

» **Personalized, engaging, and efficient service experience** through integrated workflows specific to healthcare

» **Interactive portals and service bot** to empower members, boost engagement and reduce call center burden

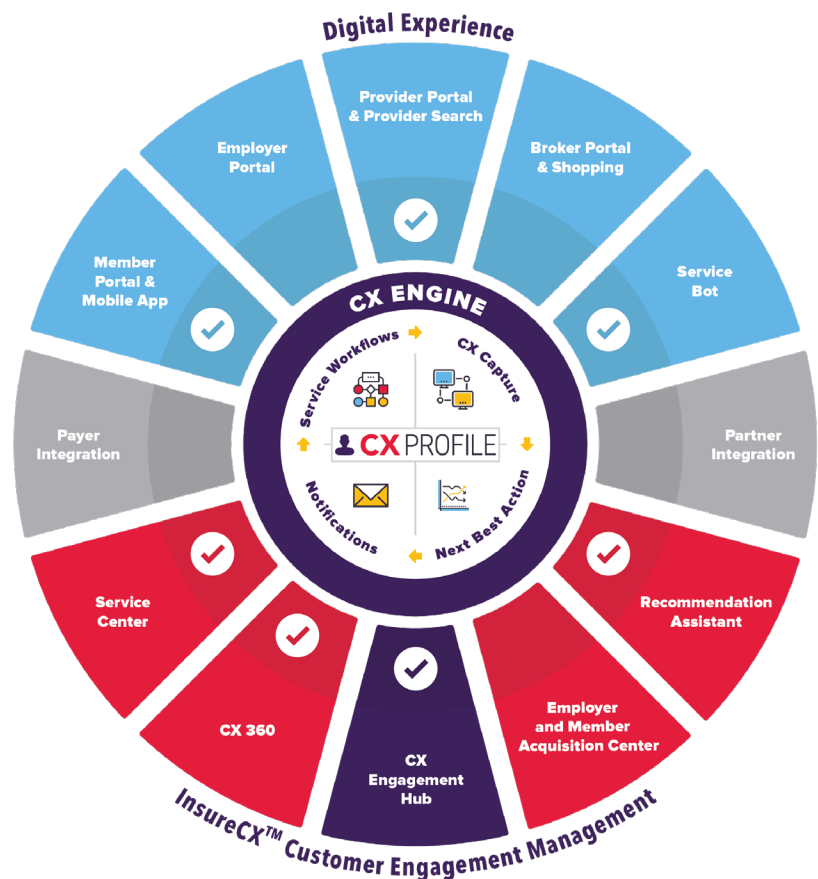| A SOLUTION BUILT SPECIFICALLY FOR HEALTHCARE PAYERS	SELF-INSURED GROUP	FULLY-INSURED LARGE GROUP	SMALL GROUP	INDIVIDUAL	MEDICARE ADVANTAGE
	✓	✓	✓	✓	✓

Learn more at Zipari.com or to schedule a demo, send an email to info@zipari.com

Zipari is the only consumer experience technology company to exclusively specialize in health insurance and offer native understanding of the industry, which means we instinctively understand our clients' goals. Our product and solutions are built specifically to address the challenges and pain points of all lines of business, including Medicare Advantage, Individual, Small Group, and Large Group.

zipari

ONE SOLUTION, EIGHT INTEGRATED PRODUCTS TO MODERNIZE CALL CENTER OPERATIONS

ZIPARI'S CALL CENTER TRANSFORMATION SOLUTION offers unparalleled insights into every consumer touchpoint, the most accessible and comprehensive consumer profiles, and configurable products that build on your existing technology. The result?

Personalization that promotes member satisfaction and motivates self-service, while driving operational efficiencies and growth.

Digital Experience

Provider Portal & Provider Search
Broker Portal & Shopping
Employer Portal
Member Portal & Mobile App
Service Bot
Payer Integration
Partner Integration
Service Center
Recommendation Assistant
CX 360
CX Engagement Hub
Employer and Member Acquisition Center

CX ENGINE
Service Workflows
CX Capture
CX PROFILE
Notifications
Next Best Action

InsureCX™ Customer Engagement Management

» **Recommendation Assistant:** Embeddable widget that delivers proactive next best action recommendations to CSRs and consumers

» **CX Engagement Hub:** Data-driven hub to streamline member outreach by prioritizing inter-departmental goals by value and deliver goals via omni-channel communications

» **CX 360:** A unified, integrated interface that provides a full 360-degree view of all member, provider, broker, and Group interactions across the organization

» **Service Bot:** AI-powered chatbot to enhance self-service and drive down call center costs

» **Service Center:** Single application system built on Microsoft Dynamics CRM to address all customer requests efficiently and reduce call center costs

» **Member Portal:** A web-based self-service portal for members to access benefits information and engage more with their plan

» **Mobile App:** A self-service native mobile application designed for members to access their benefits information and wellness details on the go

» **Provider Portal:** A secure, real-time platform where payers and providers can collaborate, communicate, and view information

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THE ZIPARI VALUE

CUSTOMIZED BRANDING	HIGHLY CONFIGURABLE	FULLY INTEGRATED	FAST AND EASY IMPLEMENTATION	SECURE AND COMPLIANT