

## SOLUTION OVERVIEW

# CUSTOMER EXPERIENCE MANAGEMENT

## Member Services

*Empowering health plans to deliver holistic high-quality care through exceptional member services.*

With over 35 years of expertise, Customer Experience Management (CXM) is deeply embedded in our DNA. As trusted partners to leading health plans, we have consistently enabled them to build enduring and meaningful member relationships. By embracing the whole-person care model, we deliver transformative solutions that optimize operational efficiency, enhance service precision, and simplify workflows for health plans. Guided by an unwavering commitment to outcomes, we drive better health results while delivering a seamless and personalized member experience.

### IMPACT METRICS

#### Healthcare Member Services Operations at a Glance

700+

team dedicated to health plan member servicing

15+

cutting-edge CXM Digital Solutions

30%+

operational cost savings delivered

2X

dynamic staffing efficiencies unlocked

500M+

Interactions

### OUR SPECTRUM OF MEMBER ENGAGEMENT SERVICES TO DRIVE EXPERIENCE AND LOYALTY



#### Engagement Strategy

Human-centered experience design, strategy, operating model and roadmap for members across their journey



#### Omni-channel Experience

Consistent presence, in channels preferred by members to deliver frictionless experiences and self-service optimization



#### Agent Experience

Empower agents to focus on delivering experiences and friction free resolution improving customer outcomes



#### Contact Center Operations

Moving beyond contact center agents to being member advocates to enable benefit and care navigation at each step of member journey



#### M360 and Personalization

Provide holistic view of members with data driven insights for personalized, contextual engagement that accelerates issue resolution



#### Digital Platforms

CXM solution suite delivers omni-channel engagement, AI powered real time interaction management and next best actions



#### Service Excellence

Outcome-driven delivery model that drives member experience at reduced total cost of ownership

# Key Business Value and Outcomes Delivered Across Client Engagements

10-20%

Increase in Net Promoter Score (NPS)

20%+

Customer contact deflection

100%

Interactions audited

5-15%

Improvement in Resolution Rate/FCR

25%

Reduced AHT

65%

Faster after call work through AI summarization and extraction

70%

Improvement in agent productivity

20-30%

Improvement in employee experience

## SUTHERLAND MEMBER SERVICES

More than 70% of members struggle to navigate their healthcare journeys, often feeling overwhelmed and frustrated by their interactions with health plans. Sutherland's member engagement services are purposefully designed to eliminate these challenges, simplifying benefit and care navigation through a comprehensive, multi-faceted approach:

## DIGITAL PLATFORMS

Sutherland's solutions integrate human expertise with the next-gen digital CX ecosystem that leverages AI-driven insights, automation, and analytics to enhance every touchpoint of the member journey. Key solutions include:



### Agent Enhancing Technology

- **Connect Unified Desktop** for Multiple Embedded Client Applications, Knowledge Search
- **Workforce Management & Performance** for Real Time Adherence, Scheduling and Planning
- **Translate.AI** provides real time translation across digital channels in multiple languages



### Knowledge Management

- **Agent Success** is a cloud-based AI solution that seamlessly integrates with agent desktops, providing real-time intelligence that elevates every interaction
- **HelpTree.AI** is AI powered knowledge management that provides powerful search and guided process experience for agents



### Omni-channel Engagement

- **Conversational AI** is a voice, messaging, chat solution with AI based member assistance
- **Sutherland Connect** for omnichannel interaction management routing, call recording and real time reporting



### Insights and Analytics

- **CX360** for automated QA with 100% of contact analysis, sentiment analysis, survey analytics, next best actions, compliance and analytical reporting



# CASE STUDY

*Transforming a contact center into an engagement center for a 3M+ member regional health plan through a global hybrid model, leveraging digital and operational transformation.*

**Challenge:** Our client, relying on five vendors to manage 85% of its call center volumes, faced significant challenges with service performance and quality, leading to subpar experiences for both members and providers. Additionally, they grappled with fragmented data across multiple systems and partners, limiting their ability to derive actionable insights. This lack of integration hindered efforts to drive self-service adoption and eliminate inefficiencies, impeding their ability to streamline operations and reduce end-to-end costs effectively.

**Sutherland Solution:** Ensure service excellence, minimize total cost of ownership and provide insights for continuous improvement

<b>Talent Optimization</b> Acquire and retain top global talent	<b>Transform Training Delivery</b> Acquire and retain top global talent	<b>Leveraging Data and Technology</b> Sutherland Connect, CX360, Translate.AI, HelpTree.AI to transform technology ecosystem
--	--	---

## Business Value Delivered

2M+ annual contact touch points with average ASA of < 30 seconds	99.7% QA score with automated QA	81.3% average member resolution score	78% increase in call conversion	>98% reduction in non-value adding dispositions
---	-------------------------------------	--	------------------------------------	--

## Sutherland - Unlocking Digital Performance for Healthcare Enterprises to Deliver Better Patient Care

With a shared success approach, we deliver tailored, human-centric digital solutions that seamlessly integrate people, processes, and technology to design, build, and implement cohesive systems that enhance healthcare delivery and drive better patient outcomes.

**Trusted Partner to Global Healthcare Brands**  
With 18+ years of experience, we are transformation partners to 75 healthcare clients, maintaining multi-year relationships and achieving an NPS of 80+.

**Unmatched Healthcare Expertise**  
Backed by 5,000+ healthcare professionals across 15+ specialized locations, we deliver domain expertise and best practices to strengthen internal capabilities.

**Driving Patient-Centric Excellence**  
Streamline processes, reduce administrative burdens, and free up resources to focus on strategic initiatives, market expansion, and delivering efficient, patient-centered care.

Artificial Intelligence. Automation. Cloud Engineering. Advanced Analytics. For Enterprises, these are key factors of success. For us, they're our core expertise.

We work with global iconic brands. We bring them a unique value proposition through market-leading technologies and business process excellence. At the heart of it all is Digital Engineering – the foundation that powers rapid innovation and scalable business transformation.

We've created over 200 unique inventions under several patents across AI and other emerging technologies. Leveraging our advanced products and platforms, we drive digital transformation at scale, optimize critical business operations, reinvent experiences and pioneer new solutions, all provided through a seamless "as-a-service" model.

For each company, we provide new keys for their businesses, the people they work with, and the customers they serve. With proven strategies and agile execution, we don't just enable change – we engineer digital outcomes.