Top 5 Conversational Automation Considerations for Healthcare CX Providers

Conversational AI and automation are rapidly modernizing today's healthcare consumer experience. Using real-time data—including emotion, sentiment and intent analysis—AI-powered systems are substantially shortening and simplifying complex patient and member journeys. Healthcare service providers that have implemented these solutions are seeing significant returns on their investments with major improvements across all key metrics, including customer satisfaction (CSAT) and net promoter scores (NPS).

For healthcare CX providers considering implementing conversational automation, prioritizing your goals and use cases is an essential first step. The hottest AI platform won't deliver the results you want if it doesn't align with your organizational needs. Before looking at technological capabilities, consider these top five evaluation criteria for conversational automation:

Call flow management

Long call times and complex processes have long plagued healthcare CX journeys, dragging down consumer and employee experiences alike. In fact, research shows that more than 70 percent of members believe shorter hold times would improve their engagement.* Conversational automation can accelerate call flows, using data collected from members' speech to accurately populate forms and quickly facilitate next-best actions.

Member authentication

Protecting member privacy is of vital importance to healthcare service providers. Automating authentication prompts—and transcribing member responses—can improve accuracy and reduce process redundancies, like having to repeat the same information when transferring from self-service to a live representative.

Promise fulfillment

Healthcare consumers today not only demand fast, frictionless resolution to their requests; they also expect clear and timely post-call communications. Conversational AI can take note of promises made on calls and automate follow-up actions, like sending appointment confirmations, balance due reminders and claim status updates.

Compliance assurance

Healthcare service providers must comply with a litany of privacy, financial and medical disclosure guidelines. Unlike human compliance agents, artificial intelligence can quickly and accurately analyze 100 percent of interactions—including recordings and live conversations—and flag discrepancies, omissions or incomplete disclosures before they become bigger issues.

Employee efficiency

Healthcare CX employees have an enormous task: resolving a wide variety of member requests quickly, accurately and with empathy. By automating mundane tasks—like manual data entry and after-call work (ACW)—conversational automation can eliminate lengthy hold times and time-consuming call summarizations, freeing employees to focus more on what matters: member experience.

*Source: HealthPayerIntelligence, September 2021