

Member Connect

Deloitte Digital's Health Plan Solution

Health Plans must now try to connect with consumers in new ways due to shifts in healthcare regulations and business landscapes. Deloitte's Member Connect Solution is our industry-focused accelerator with emphasis on an intuitive approach to the customer journey, focusing on omni-channel interactions and a holistic single view of the customer. By engaging customers and continuing the conversation through the latest methods of communication, our accelerator helps insurance providers more effectively attract, acquire, serve and engage customers with a goal of increasing sales, and improving experience and customer retention.

Attract

- Core & Social Marketing
- Information Capture
- Customer Segmentation
- Complex Campaign Management

Engage

- Wellness Programs
- Ecosystem Orchestration
- Adoption Measurement



Acquire

- Personalized Sales Engagement
- Interaction Management
- Guided Selling

Serve

- Omni-channel support
- Cross-sell / Upsell
- 360 Degree Customer View

Deloitte has drawn from its industry knowledge to identify areas of development associated with current health plan customer engagement, and uses leading practices to provide a sleek, solid foundation that can be customized to specific plans. Our Member Connect Health Plan Accelerator is designed to address specific challenges and shortcomings of the health plan customer engagement, focusing on the end to end interactions across the customer journey from initial marketing, to sales and service and continuing engagement throughout. Our solution helps health plans efficiently deploy the platform and launch advanced capabilities that can bring value to customers.

Business benefits:



Technology

- Innovative customer experience
- Cloud-based technologies
- Healthcare Industry Framework



Leading Practices

- Extensive knowledge in Health Care Industry
- Lessons learned from years of experience



Pre-configured

- Structure based on leading industry thinking
- Reduced time to deployment



Tools

- Leverages latest technologies
- Demonstrated reusable components

This solution provides a digital engagement platform across Marketing, Sales and Service for health insurance providers, including automated marketing management, omni-channel responses to customer inquiries, and ecosystem orchestration to engage the customer throughout their lifecycle. It is designed for ease of use in several role-based configurations for users from sales and marketing specialists to customer service leaders.

Features include:

- Guided selling based on organization methodology
- Central point to view customer-related interactions
- Ecosystem orchestration defined to cross-sell/upsell
- Solution built on Salesforce.com platform leveraging cloud-based technology
- Effective segmenting of potential customers
- Social media management and analytics

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About Deloitte Digital

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