

ABOUT



Simplus exists to make complex things simple.

THAT'S WHAT WE DO.

OFFERINGS

- Advisory Services
- Managed Services
- Change Management
- Data Integration
- Implementation Services

PRODUCTS

- Revenue Cloud (CPQ and Billing)
- Sales Cloud
- Service Cloud (FSL)
- Community Cloud (Experience Cloud)
- Commerce Cloud (B2B, B2C)
- Marketing Cloud
- Pardot
- Industry Clouds
- Sustainability Cloud
- DocuSign CLM

INDUSTRIES

- Communications and Media
- Education and Government
- Financial Services
- Healthcare and Life Sciences
- High Tech/ SaaS
- Manufacturing
- Professional Services
- Retail and Consumer Goods
- Travel, Transportation, and Hospitality
- Utilities and Energy

HEALTHCARE CONTACT CENTER SERVITIZATION & AI

Modernize your contact center for value-adding servitization with the power of Salesforce and AI. A modernized contact center should optimize CX, deflect calls to appropriate channels for quick solutioning, and increase cost savings for the business bottom line—or, better yet, raise revenues with additional cross-sell and upsell opportunities. Your business is missing out on revenue optimization and losing market share to competitors if your contact center does not have these capabilities.

Exponential growth through an AI-led contact center digitization initiative is a powerful way to drive efficiencies and increase wallet share all while thrilling patients with prime experiences. Industry standards suggest that 60% of service interaction can move to digital, AI-supported channels and deliver a 40% cost takeout from improved case resolution. Ultimately, contact center servitization with additional AI enhancements creates a more unified, seamless experience—not just for patients, but for agents and healthcare executives, too.

A BETTER EXPERIENCE FOR ALL



PERSONALIZATION

Delight patients with tailor-made interactions at every touchpoint along their journey



EFFICIENCY

Respond immediately to patient queries and provide critical information from a dependable database easily



SELF-SERVICE EMPOWERMENT

Users throughout the sales lifecycle—from reps to agents to patients themselves—can navigate a self-service portal for quick fixes and fulfillment

HOW IT'S DONE

FAST FACTS

Client: A major managed care company providing health insurance through government programs such as Medicaid and Medicare.

Industry: Healthcare insurance

Size: 15,000+

The client's contact center has over 5,600 agents to support 5.1 million members throughout 19 states. This leads to an average of 2.8 million interactions in just one month. The client IT team wanted to take the initiative to use the latest in generative AI technology to improve average handling time, agent productivity, and member experience.

Using Service Cloud, Health Cloud, and Salesforce analytics, Simplus and Infosys helped the client transform the contact center into a dynamic hub for creating more seamless experiences—for agents and members alike. Agents can leverage live transcripts and call intent with AI to be more efficient in their responses, as well as ask GPT for information confirmations and chat summaries. The contact center is also enhanced with call insights and caller sentiment analysis with AI fueling these analytics for ongoing improvement to service quality.

WHY SIMPLUS?

Simplus manages the Salesforce practice for Infosys in North America. Our services include program advisory, platform implementation, organizational change management, data and systems integration, solution accelerators, and managed services. We are the top-rated consulting choice based on customer feedback (4.9/5 CSAT) from over 5,000+ successful projects, with unparalleled advisory and OCM expertise unlocking more value for your clients.

We have experience with multiple clients across industries on contact center modernization initiatives. And so much more. Let's talk.

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REACH OUT TODAY