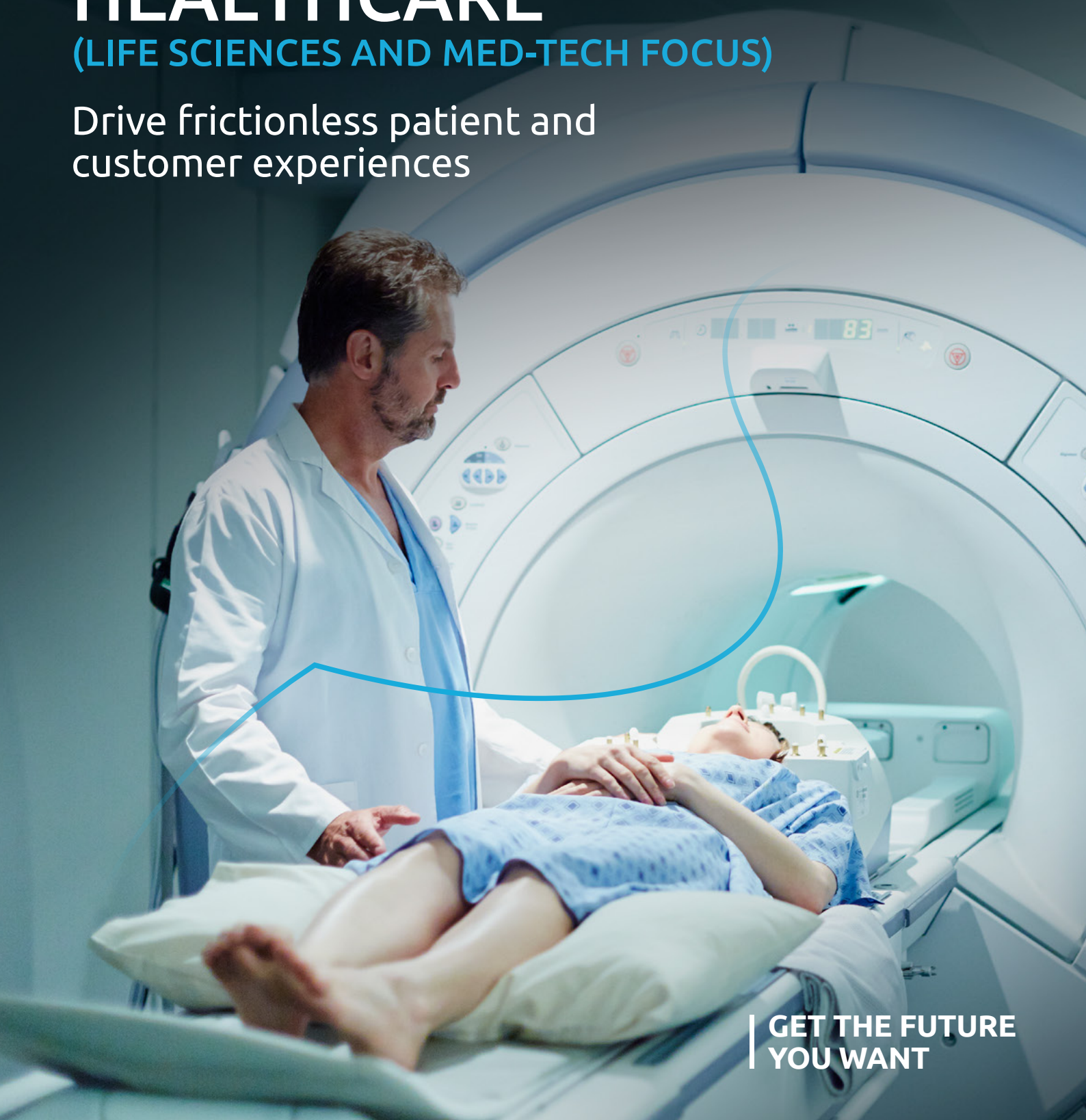# DIGITAL CUSTOMER OPERATIONS FOR HEALTHCARE

(LIFE SCIENCES AND MED-TECH FOCUS)

Drive frictionless patient and customer experiences

GET THE FUTURE YOU WANT

$10
million in savings

85%
confidence score

80%
reduction in total transaction time

15%
increase in Net Promoter Score

Reinventing patient experience for the life sciences and med-tech industry

Evidenced-based and outcome-driven industry disruption has created the need to pivot to the "new" – new customers, new value measures, new ways of research, new therapeutic solutions, new business strategies and new science. It also demands a shift from product-focused to patient-centered and digitally-enabled strategies and execution across the entire healthcare value chain – all focused on delivering life-changing, personalized patient outcomes.

Regulations around interoperability are ushering in an era of seamless data exchange, enabling the availability of health information to patients at a time, manner, and mode of their choice. From digital transformation, to digital health and virtual care, or remote patient monitoring, many life sciences and medical devices players have begun to transform how they interact with their customers and patients. Digital care security and patient privacy remains a top requirement to guarantee the well-being, trust, and engagement of their patients and customers.

For their part, patients and customers are looking for an "Amazon-like" virtual treatment and care experience, delivered through more relevant, innovative, seamless, and personalized interaction models – while providers require a 360-degree view to help tailor their customer experience. Deeper digital transformation and adoption is paramount.

Driving frictionless customer interactions across the healthcare ecosystem

Capgemini's Digital Customer Operations for Healthcare solution puts the patient and customer at the center of your business to deliver a seamless and connected digital health experience.

Our next-generation contact center service solution provides a digitally augmented yet human-centric experience through a persona-influenced service design that integrates humans and technology. This enables you to drive more meaningful, emotive, and frictionless customer relationships with your patients and customers across the entire healthcare customer ecosystem – to deliver:

• **$10** million in savings by using personalized automation to improve customer experience
• **85%** confidence score achieved through the use of customized natural language processing
• **80%** reduction in total transaction time
• **15%** increase in Net Promoter Score.

By combining a deep understanding of the healthcare value chain and an in-depth expertise of business process support, Capgemini delivers superior, frictionless business outcomes and increased patient, customer, and healthcare provider satisfaction. In turn, this provides increased value:

For patients and customers:

- **Enriched, personalized patient and customer experience** – implement an aligned contact experience strategy with a timely, accurate, consistent, and professional response to create a cycle of satisfied patients, customers, and healthcare professionals

- **Frictionless, omnichannel patient and customer journey** – leverage digital-first customer interactions across a range of connected channels, including phone, email, chatbots, healthcare apps, self-service customer portals, and social media

- **Increased patient wellness** – implement a coordinated, personalized 360° patient treatment and care plan that delivers improved clinical outcomes.

For life science and med-tech providers:

- **Increased patient satisfaction scores** – improve your Net Promoter Score to enhance your brand value and customer retention

- **Enhanced patient engagement and customer conversion** – implement meaningful conversations across your digital channels to drive a transparent, holistic view of the end-to-end patient-prescriber journey

- **Increased operational efficiency** – scale and/or expand the scope of the solution to drive productivity year over year and decrease your total cost of service.

Our solution guides patients and providers through complex information about diagnosis and treatment choices, information on the financial aspects of care, and day-to-day care management such as medication reminders, symptom monitoring, and nursing support. This leads to the establishment of a closed-loop feedback mechanism that drives an enhanced quality of life, increased adherence to medical routines, a reduction in hospitalizations and ER visits, and increased patient survival rates.

Capgemini's Digital Customer Operations for Healthcare solution drives frictionless customer interactions and synergies across your upstream and downstream process value chain. In turn, this helps you transition to – what we call – the Frictionless Enterprise.

The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

Reshaping your patient and customer journeys by leveraging a human-digital mix

The healthcare and life sciences industry is unique in that it deals with what is most precious to each and every person – health and wellness. In addition, every healthcare payer, provider, pharma, med-tech and retailer has different needs and expectations across the B2B and B2C healthcare ecosystem.

Our offer leverages human interaction design, organizational design, and scalable AI-enabled tools to reshape and streamline your patient and customer journey across the healthcare landscape, designing and delivering an outstanding patient experience, including:

- **A technology intensive human-integrated approach** – leverage a comprehensive, scalable suite of AI-enabled tools and digitally augmented interactions between your patients, customers, healthcare professionals, and customer service agents across a range of channels

- **Patient and customer journey orchestrator** – implement personalized end-user solutions to drive a seamless, integrated experience across departments and provide real-time patient insights

- **Strategy and insights-led service design** – leverage intelligent automation and analytics to drive a service delivery based on insight-based reporting dashboards.

With the rise of the hybrid or flexible workforce, our integrated service management and Command Center also provides best-in-class capabilities in intelligent workforce management, holistic forecasting, and skill optimization across your onsite and remote teams.

The CARE approach

Capgemini's CARE – Convenience, Advice, and Reach – approach is at the heart of designing and deploying a connected healthcare ecosystem, enabling you to create ever more agile and seamless connections with your end-customers.

Convenience – make it easy
- Solve your patient and customer challenges with speed and ease
- Enable your patients and customers to interact via any channel on their terms

Advice – make it intelligent
- Predict your patient and customers needs and suggest relevant solutions through AI-enabled self service
- Improve your patient and customer experience through leveraging analytical data and real-time customer feedback

Reach – make it cloud based
- Enable interactions and transaction from any device, 24/7/365
- Add new functionality rapidly through agile, scalable cloud solutions

Processing enrollments for a leading US life sciences company

A leading American provider of technologies and services that advance and accelerate the development and manufacture of therapeutics needed to deploy an effective solution for its field services operations. The key customer challenges to be addressed were:

- A high cost to serve; long average handle times
- Service inconsistency due to a lack of process and available knowledgebase for the client's agents
- A low net promoter score of less than 65%.

Capgemini's customer interactions team developed and implemented transformative, technology-based operations in the cloud to provide customer service as well as develop work orders for installation of new instruments. This solution delivered a range of tangible business outcomes, including:

- 80% reduction in cost to serve through leveraging offshore resources
- Service level agreement (SLA) improvements:
  - Reduction in average handle time (AHT) from 360 to 300 seconds
  - Increase in average speed to answer from 90% to 98% of calls within 30 seconds
  - Increase in live answering rate from 90% to 99%
- Net Promoter Score over 80%

In addition, Capgemini began to create quotations for contracts, which enhanced their efficiency and conversion rate, while saving the time and effort of the contract sales team.

From healthcare payer, retailer, and provider, to BioPharma and MedTech companies, our offer addresses the end-to-end health ecosystem to deliver omnichannel digital-first customer support processes that include:

- Customer enrollment
- Customer billing
- Claims processing
- Patient support
- Product support
- Appeal and grievances
- Care and loyalty program management
- Tele-health and digital health engagement
- Virtual clinical trial

Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come with their own unique commercial landscapes and broad variety of challenges that require expert, innovative solutions.

With thousands of healthcare service agents serving over 165 clients across 130 countries in 38 languages 24/7 from 17 regional delivery centers, we work collaboratively with our clients and technology partners to transform your operations into a world-class, cloud-enabled, digitally optimized, customer-first healthcare organization.

TECHNOLOGY

CONSULTING

OPERATIONS

TECHNOLOGY EXPERTISE
- Case management
- Omichannel
- Intelligent automation
- Transformation
- Data analytics and insights
- Technology partner integration

CONSULTING EXPERTISE
- Domain expertise
- Channel strategy
- Digital shift
- Process consulting
- Global Process Model
- Workforce optimization
- Secure transition
- Data analytics and insights

OPERATIONAL CAPABILITIES
- Global Delivery Network
- 36 languages support
- Workforce management and QA
- Recruiting and learning
- Command Center

To learn more about how Capgemini's Digital Customer Operations for Healthcare helps you deliver a superior, frictionless patient and customer experience, contact: businessservices.global@capgemini.com

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 290,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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