WNS

Unlocking 360-Degree customer Experience

"It is sometimes **frustrating** to **wait** before speaking to a customer service agent."

"I'm tired of giving my **previous call details** to agents again and again."

"It is **annoying** that I don't get an immediate resolution to fix the medical **device** in times of **crisis**."

"There are occasions when I don't get a correct update on billing and Insurance claims."

70% of consumers consider the quality of customer service before giving 5-star reviews to a healthcare provider.

71% of members want a shorter hold time during a call to customer service.

What's the key to curating the right experience for healthcare customers?

Revolutionizing CX to drive down costs and enhance customer delight

The healthcare industry is no longer immune to evolving customer expectations. Gone are the days when industry personnel dictated the needs rather than the end consumers. 2020 changed the game in favor of consumers by ushering in a more digital-savvy and customer-centric era.

Top Customer Expectations in a Changed World

- Virtualized healthcare models, including telehealth services
- On-demand services
- Personalized patient interactions
- Home or community care
- Centralized patient health history of treatments from different departments
- Faster query resolution

Today, delivering exceptional patient experiences across end-to-end touchpoints from enrollment to therapy adherence is all about remote monitoring, smart technology and live engagement. That's what providers and payers need to leverage to stay competitive in the new patient-centric paradigm. Similarly, medical device companies and MedTechs need to give unmatched empathy-based user experience across points of purchase, training, troubleshooting, and feedback touchpoints to build a trusted brand with loyal users.

We Have What You Need to Stay Ahead of the Game

With WNS EXPIRIUS - our digitally Integrated CX Service Model, you get:

30%+ reduction in the cost of operations through flexible operating models

15-20% increase in efficiency and reduction in hold-time on payer calls

10-15% reduction in patient churn

200–300% customer volume management with rapid scalability

~15% reduction in patient complaints

5–7%+ improved customer experience via an optimized contact strategy

WNS EXPIRIUS - The Right Fit for Your CX Vision

WNS EXPIRIUS creates a holistic member experience leveraging a human-assisted digitally integrated CX model for providers, payers, medical devices and MedTechs. This model aims to simplify processes across the healthcare domain, ensuring superior outcomes and helping build customer trust.

WNS EXPIRIUS enables brands to have analytics-driven, intelligent omnichannel conversations with customers. This transformative solution helps brands accelerate speed-to-market, delivers real improvement in Net Promoter (NPS) and Customer Satisfaction Scores through an immersive digital experience underpinned by domain expertise with Artificial Intelligence (AI)-driven conversational insights and CX consulting-led strategies.



Right Actions at the Right Time Through the Right Contact Channel

Key Microservices for 360-degree Transformation

CloudServ EX

20-30% reduction in cost of operations

leveraging omnichannel solutions for improved patient and customer experience

Assist EX

40-50% reduction in agent errors in billing and claims processing

Elevate EX

Reduce turn-around times and improve customer trust by 15%-20% by proactively analyzing voice of customers

Converse EX

Improve self-serve / channel deflection by 10-15%

Prioritizing Each Healthcare Persona

Our CX transformation framework ensures that every segment in the healthcare network benefits from WNS EXPIRIUS.

Here's what that means...



For Providers



For Payers



For Medical Devices Companies

- Provider awareness
- Scheduling
- Triaging
- Prior authorization registrations
- Care
- Billing to collections

- Cost-effective healthcare plans
- Cheap and accurate IoT devices
- Doctor appointments
- Consulting
- Multiple payment options
- Healthcare analytics

- Lead generation
- Device order management
- User support
- Payment & billing support
- Empathy-based product query management
- Complaint and product feedback management

Success Stories at a Glance

Client:

Australia's largest financial services brand

Objectives: Overflow of ~600k calls,

~50k chats and ~400k chatbot conversations leading to high customer effort and a switch of 40% customer base to different channels

Solutions: Contact strategy consulting across assets; E2E process customer journey studies; replacing manual intervention with real-time customer intent identification, categorization, automated triaging, smart replies

Outcomes:

15-20%

enhancement in digital containment

30% reduction in customer contacts

15% reduction in customer complaints +15 points improvement in NPS

Client:

Leading property and casualty insurer in Florida

Objectives: Embrace digital

transformation by connecting customers to the preferred channels; reduce cost to serve by deflecting customers from voice to digital channels

Solutions: Leveraged deep domain knowledge in P&C insurance along with experience in digital transformation to initiate a curated webchat deployment

Outcomes:

63% of customers pivoted toward webchat adoption

60% top-box rating

~6500 contacts deflected from voice to webchat channel





The WNS Edge

Domain Experience



15+ years of experience



35+ global healthcare clients



4,000+ healthcare specialists across 55+ global delivery locations



15+ digital and automation solutions



750+ MDs, RNs and clinical staff

Proven Performer

- Recognized as a 'Leader' in the IDC MarketScape for Worldwide Digital Customer Care Services 2021-2022 Vendor Assessment
- Named as a 'Leader' in NelsonHall's NEAT Social Media Customer Experience ("CX") 2021
- ★ Identified as a 'Leader' in NelsonHall's 2021 **NEAT evaluation for Healthcare Payer Business Process Services (BPS)**

About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company with a global presence spanning 16 countries and 52,000+ employees delivering out of 54 delivery centers. We leverage our triad of domain expertise, data-to-insights and digital innovation capabilities to co-create business transformation with over 400 clients industries, including 35+ global healthcare organizations.

We work with the payer and provider communities to help navigate the challenges of an evolving, regulated, cost-intensive, and evidence and value based healthcare landscape. Our depth of clinical expertise translates into robust outcomes across utilization management, medical and case management, provider management, claims intake, adjudication and medical bill review for payers. For providers, we drive end-to-end revenue cycle management and clinical management. We have been helping our clients to adapt to the new reality while prioritizing patients and business outcomes with our utilization management and telemedicine solutions.

We are a leading Business Process Management (BPM) organization delivering end-to-end Customer Experience (CX) support for 100+ global clients. WNS EXPIRIUS, our proprietary CX solution, integrates human-assisted design and domain expertise with AI-driven conversational insights and consulting-led CX strategies to create a holistic digital customer experience. We focus on co-creating winning outcomes through our deep domain expertise, best-of-breed technology, analytics solutions, strong talent pool of 20,000+ specialists and proven Centers of Excellence (COEs).



