**LARGE NATIONAL HEALTHCARE PAYER**

# Acute Member Understanding Drives Better Experiences While Creating Cost Savings

**SOLUTIONS DEPLOYED**
- CX Strategy and Planning
- Digital Experience Experimentation

## Client Need

The nation's largest healthcare payer had a problem—too many members opted to use phone support. They had built an ever-expanding suite of digital self-help tools, but member adoption was low and call volumes remained high. This payer needed to figure out how to help members choose the right digital tools for their needs, improve the overall member journey, and reduce dependence on the call center.

## BlastX Consulting Solution

BlastX Consulting partnered with this national payer to craft a CX strategy and implement experimentation techniques to increase the prominence of digital self-help tools. Core components of this solution included:

- **Establishing KPIs** to measure the value and impact created from experimentation efforts.
- **Launching a series of experiments** to increase the prominence of self-help tools across digital properties.
- **Assessing results vs. KPIs** to measure the value and impact created from experimentation efforts.

Today members continue to choose more digital self-help options—which means fewer calls to the call center, ultimately resulting in significant annual cost savings.

**101%**
Lift in Tool Engagement

**45%**
Decrease in Call Center Phone Clicks

**$630K**
Annual Cost Savings

**BLASTX CONSULTING**