HARMONIZING CUSTOMER SUPPORT WITH AI-POWERED SEMANTIC SEARCH FOR A PAYER CONTACT CENTER

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Our client is a prominent regional Blue member in the US, with a contact center comprising 1,500+ customer service representatives who serve thousands of members and providers everyday.

Key Challenge

A Discord in Information

The payer struggled with finding the required answers to customer queries, with information fragmented across 250,000+ pages of member booklets, job aids, provider blue books, policy guides and the Blue's intranet. This resulted in significant wait times and disharmony in information, impacting customer experience as well as support efficiency.

The Solution

Organizing Information Into Knowledge

Leveraging Infosys Topaz – AI in Healthcare, Infosys worked in close collaboration with the client to build a generative AI-powered semantic search using AWS Bedrock and Anthropic Claude 2, hosted entirely on the cloud with an RAG architecture and a lightweight, intuitive UI.

### Staying in Tune With Expectations

Supercharging Resolutions With a Connected, Intelligent Solution

Semantic, contextual search enabled customer service representatives to find accurate and precise information quickly

Utilized serverless services with automated data ingestion to eliminate the need for representatives to keep up with new/updated information
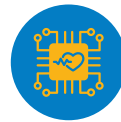
Trained customer service representatives on effectively prompting the generative AI app to get desired response

Benefits

Symphonizing Experiences for Customers

By leveraging generative AI, Infosys helped the client bring order to an otherwise cumbersome process in just 4 months, enabling them to deliver:

- **Quick Resolutions**
  Most queries answered within **20** seconds, compared to minutes earlier

- **Reliable Support**
  75%+ queries are completely resolved and **100%** of responses supported with source links

- **Faster Training**
  Significant reduction in training period of customer service representatives, down from **3 weeks to 1 week**

As a result of their collaboration with Infosys, the client noticed significant improvements across employee productivity, customer experience, and operational costs. The generative AI solution will also continue to help the client innovate in the future, solidifying their place in the market and with their customers.
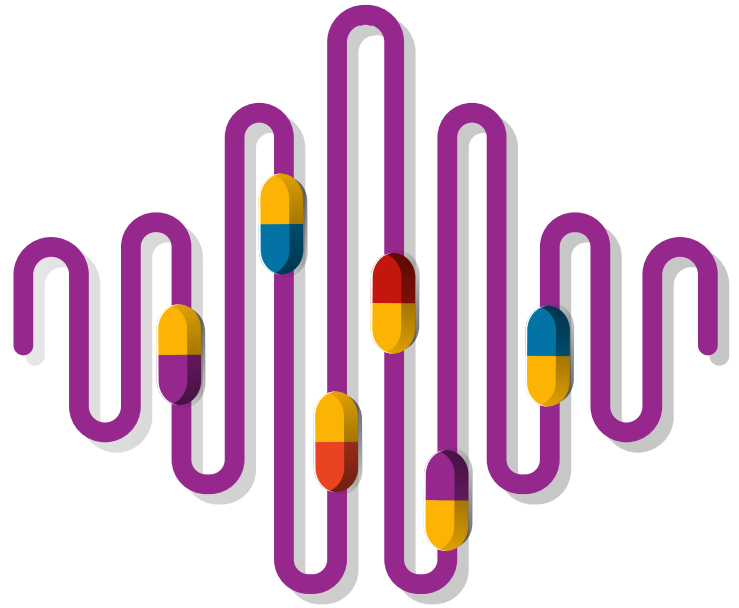
Infosys Healthcare Practice

Infosys empowers healthcare organizations to streamline intricate ecosystems, uniting processes, data and core systems. By forging seamless connections across the value chain, we pave the way for harmonized healthcare journeys that enhance connectivity between members and patients, fine-tune operational costs and orchestrate speed-to-market.

Learn more about how we enable organizations to amplify their possibilities and drive transformative growth.

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