



# Omni-Channel Contact Center

Delivering Value through Personalization

## Customer Engagement for the Digital Age

Your members expect a multi-channel customer experience from companies they do business with every day—banks, retailers, and telecom companies. However, healthcare payers have been slower to adopt the new technology that helps them engage customers and improve the customer experience. This gives you a great opportunity to raise standards for customer care and create a sustainable competitive advantage.

Firstsource's Omni-Channel Contact Center offers support via email, voice call, SMS/text, web chat, and social media—making help available to your members and providers through their channel of choice. Our knowledgeable CSRs are specially trained to cover a wide range of subject matter, satisfying the needs of members, providers, and industry regulators.

We can be your primary contact center resource; supplement your current staff to get through peak workloads, such as open enrollment; or add after-hours and weekend customer support. We bring Firstsource's expertise, technology, and quality standards to your operation, for happier providers, more loyal members, and less stress for you.



# Comprehensive Services for Members, Providers and Payers

## Member and Provider Engagement

- Eliminates capital and operating costs of operating your own infrastructure and staff
- U.S. based staff available 24/7 with ability to scale up or down as needs arise
- Inbound and outbound communications via phone, SMS/text, live chat, email and social networks
- Automated call routing, callback, email management, social media monitoring, and IVR optimization
- Fully HIPAA and PCI compliant



## Member Support

- Guides members through open enrollment, plan options and benefits
- Helps customers navigate Medicaid/Medicare applications, selection and enrollment
- Assists members with premium payment process for plans purchased through state exchanges
- Prepares members for video/telehealth appointments with their physicians
- Gives members easier access to provider networks and appointment scheduling

## Payer Support

- Facilitates broker interactions with access to tools and information
- Supports provider referral and authorization processes
- Addresses appeals and inquiries by serving as a liaison for members, providers and your team
- Automates billing and collections, driving increased revenues and cost efficiency

# Improve Your NPS with First Customer Intelligence

Firstsource's Omni-Channel Contact Center does more than just provide exceptional, around-the-clock support to your customers. With the aid of our proprietary First Customer Intelligence solution, we're able to mine valuable data from customer interactions along all your communication channels based on individuals' tone, emotion, and content. That data can be turned into actionable insights for better customer engagement that lead to increased revenue and decreased cost to serve—and an improved Net Promoter Score (NPS) demonstrating high customer satisfaction that helps drive new members.



## CONTACT US

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## Helping Customers Stay Ahead of the Curve through Transformational Technologies and Capabilities

Firstsource Solutions Limited is a leading provider of customized Business Process Management (BPM) services. Firstsource specializes in helping customers stay ahead of the curve through transformational solutions in order to reimagine business processes and deliver increased efficiency, deeper insights and superior outcomes.

We are trusted custodians and long-term partners to 100+ leading brands with presence in the US, UK, Philippines and India. Our 'rightshore' delivery model offers solutions covering complete customer lifecycle across Healthcare, Telecommunications & Media and Banking, Financial Services & Insurance verticals. Our clientele includes Fortune 500 and FTSE 100 companies.