Agenda

- Company/Customer Profile
- The Challenge
  - Business
  - Technical
  - HIPPA Compliance
- Speech Arrives
  - Speaker Recognition/Verification
  - Pros/Cons
Agenda

• Cost Benefit/ROI
• Speech Driven Applications
• The Next Step
Company Profile

Managed healthcare company
Customer base approximately 5.3 individuals
Across 15 states
Programs include: Medicare, MediCal, Federal

• Call Center Locations
  – California
  – Oregon
  – Connecticut
The Challenge

• Primary Business Drivers
  – Improving operational efficiency
    • Decrease call volumes
    • Streamlined menu navigation
  – Providing outstanding customer service
    • Access claim status information
  – Security for members and providers
    • Voice print for members
The Challenge

- HIPPA Compliance
  - Secure Authentication
  - Multiple Claim Inquiry
  - Protect PHI
Speech Arrives!

- Health Net Demo
- Focus Group
- Voice Print Unlock Application
- Call Monitoring – Go Live
- Customer Feedback
Customer Satisfaction Results

- Speech vs Touchtone – What did the customer prefer?
  - Customer Satisfaction Survey
    - Positive Results
    - Negative Results
Heath Net Speech Applications

- Help Desk – Associate [Log In ID] Password Reset
Cost Benefit/ROI

- Speech recognition solutions can deliver rapid return on investment across two critical dimensions.
  - Cost reduction
    - Decrease call volume to agents
  - Improved customer service
    - Increased IVR utilization
## ROI

- ROI analysis for member services IVR DTMF vs Speech

<table>
<thead>
<tr>
<th>Application</th>
<th>% Automated Touch Tone</th>
<th>% Automated Speech</th>
<th>Yearly Cost Savings with Speech</th>
<th>Payback Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Call Volume</td>
<td>7%</td>
<td>24%</td>
<td>$515,000 to $740,000</td>
<td>13 months</td>
</tr>
<tr>
<td>Claims Application</td>
<td>0%</td>
<td>60%</td>
<td>$412,000 to $500,000</td>
<td>14 months</td>
</tr>
</tbody>
</table>
Speech Driven Applications

- Pharmacy Fax Back Application - Touch Tone

Main Menu

Authorization Forms
- A-B, C-D, E-F
- Achiphex, Actonal,

Guidelines
- A-B, C-D, E-F
- Evista, Fosamax
Speech Driven Applications

- Pharmacy Fax Back Application - Speech

Main Menu

Authorization Forms

Speak Drug Name

Guidelines

Speak Drug Name
The Next Step

- Membership Payment Application
  - Speech enabled check payment
  - Speech enabled credit card payment

- Medical Benefits
  - Target level navigation
  - Efficient inquiry