CONTACTBABEL

AI in US Contact Center Verticals:

Healthcare

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AI in US Contact Center Verticals: Healthcare

Published March 2025

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AI IN US CONTACT CENTER VERTICALS: HEALTHCARE

Each business sector has its own specific commercial and operational issues that affect its contact centers.

The "**AI in Contact Center Verticals**" series of reports quantifies the main pressures and issues that affect major US business sectors and their contact centers, and identifies the AI-enabled solutions that can best address them.

This report looks at how healthcare contact centers can use AI to address operational and commercial pressures specific to that industry.

Through detailed analysis of surveys with hundreds of US contact centers, ContactBabel has identified five significant concerns and issues which are found in many healthcare customer contact operations:

- Increase low uptake of self-service and digital channels
- Increase customer personalization
- Compete successfully with other healthcare companies
- Reduce cost and time per contact
- Comply with regulatory requirements.

The report shows how and why these issues arise, and looks at ways in which AI-enabled solutions can alleviate them, improving performance and customer experience while helping profitability.

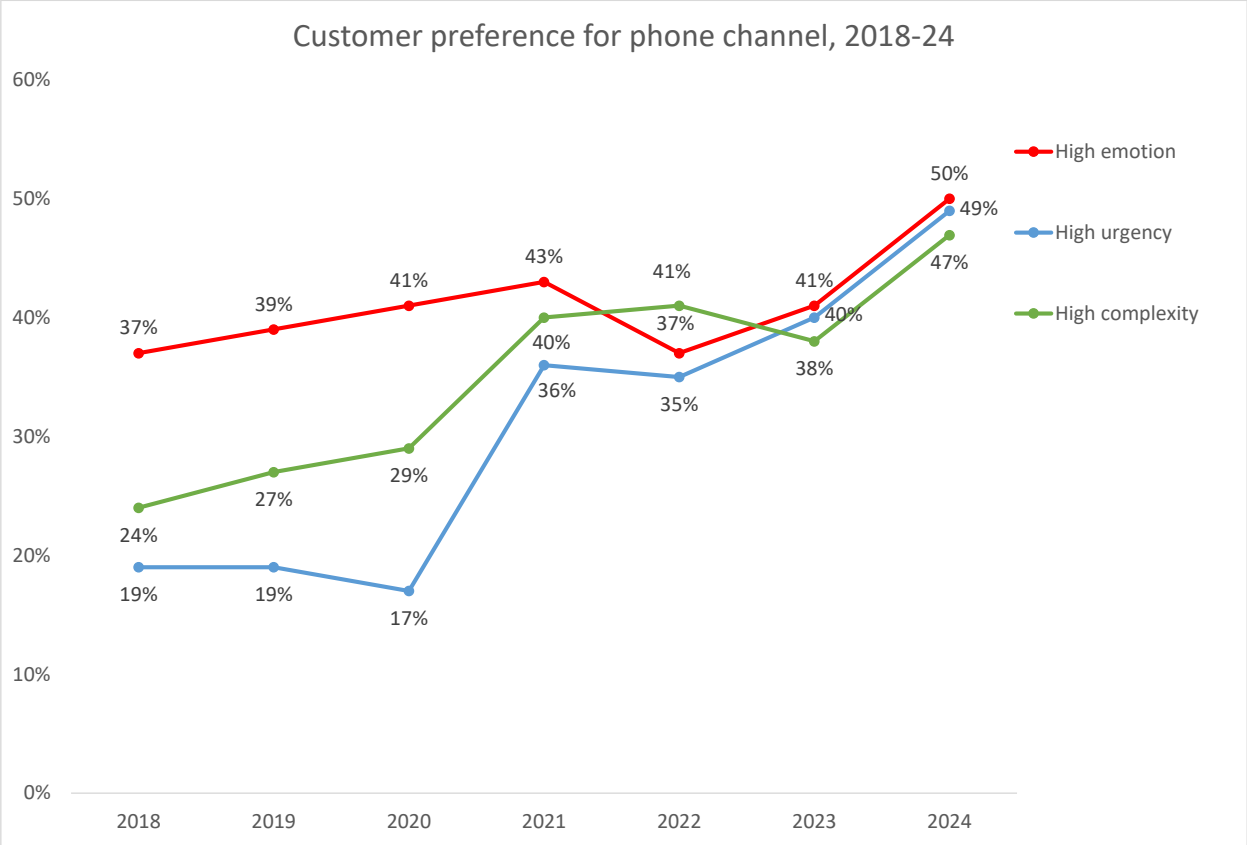
BUSINESS ISSUE #1: IMPROVE UPTAKE OF SELF-SERVICE AND DIGITAL CHANNELS

On average, 36% of calls received by US healthcare contact centers are from customers who have tried and failed to solve their issues online through self-service, a figure far higher than the contact center industry average of 21%.

Not only is web self-service underperforming, but the healthcare industry has one of the highest levels of telephony usage, with the channel accounting for 84% of healthcare's inbound customer interactions (this figure includes both live agents and voice self-service).

Healthcare contact centers – especially claims departments – tend to handle customers who are stressed, have complex enquiries or need urgent answers, and as the chart below shows, customers increasingly prefer using telephony for these types of interaction.

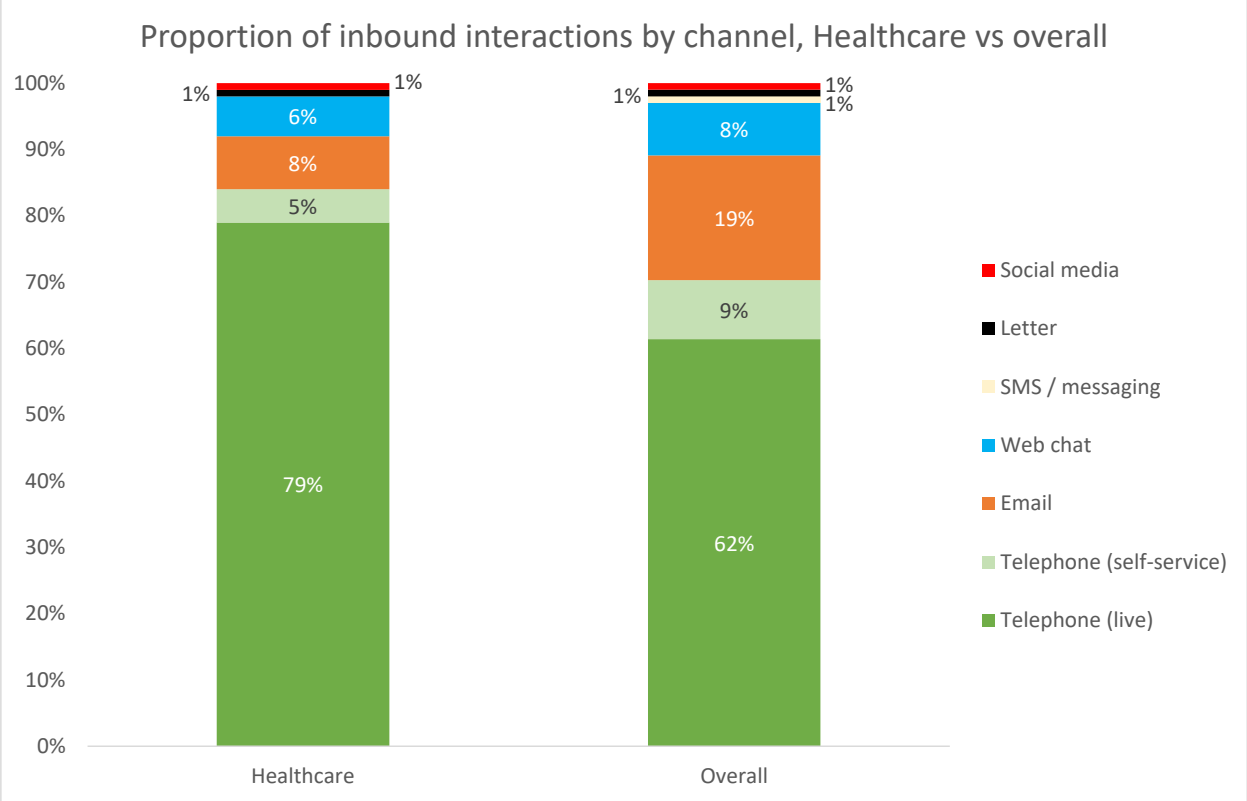
Figure 1: Customer preference for phone channel, 2018-24



While the healthcare industry is unlikely to move entirely away from the telephony channel any time soon, it could certainly support digital and automated queries more effectively.

The healthcare industry has one of the highest levels of telephony usage, with the channel accounting for 84% of the sector's inbound customer interactions (the large majority being live calls rather than voice self-service).

Figure 2: Proportion of inbound interactions by channel, Healthcare vs overall



Weaning customers away from live telephony to other channels is a difficult task, but there are various ways in which healthcare providers could approach this.

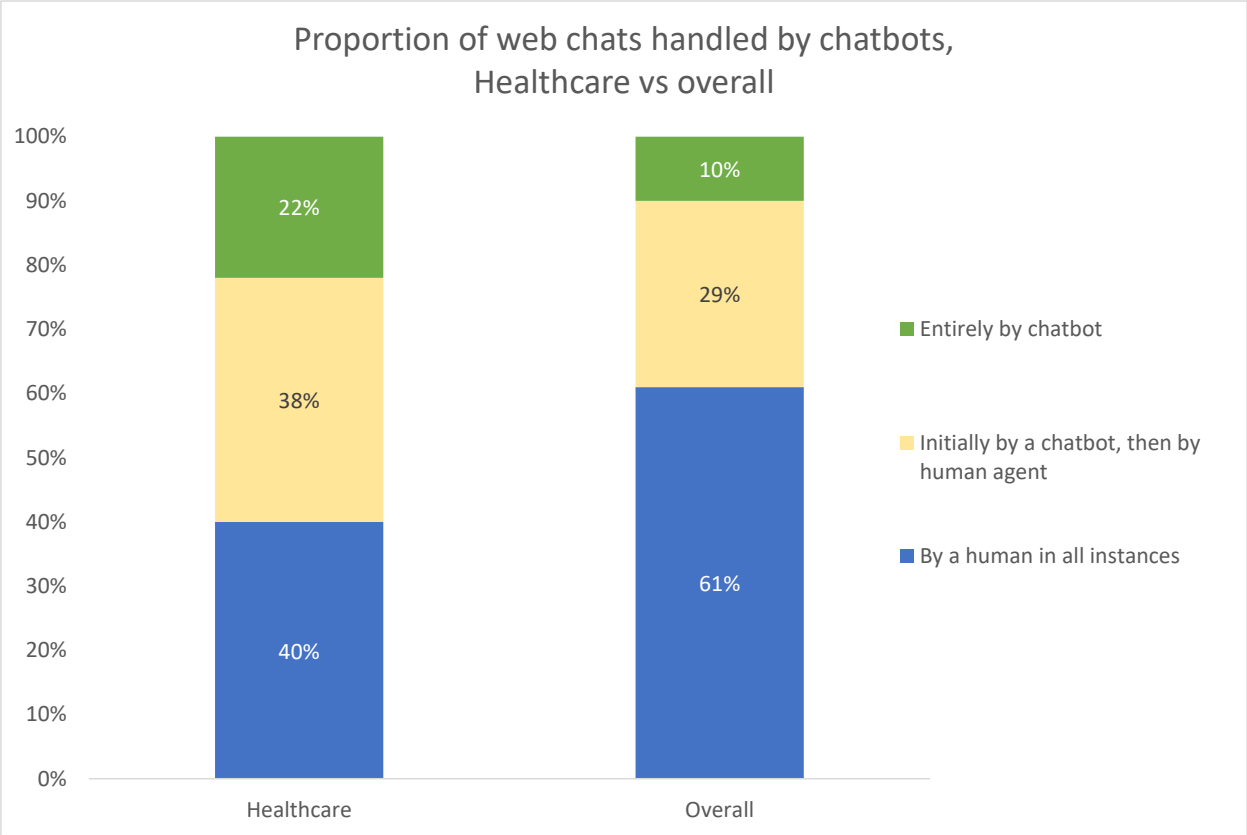
For self-service, AI can analyze the types of issues that are commonly resolved first time, and suggest enhancements to self-service tools to empower customers to resolve similar issues without contacting an agent.

Based on analysis of past interactions, AI can direct customers to specific self-service resources that have successfully resolved similar issues, reducing the need for agent intervention.

Despite the efforts of many healthcare providers to engage customers through digital channels, the sector lags behind the contact center industry as a whole. Issues around security and account-specific information often come into play, especially where customers are trying to contact an organization outside a dedicated app or secure website.

This is despite the healthcare sector as a whole being somewhat ahead of the game concerning chatbots, as shown below.

Figure 3: Proportion of web chats handled by chatbots, Healthcare vs overall



The main issue here is – unlike many other sectors that have simply not implemented technology – that many healthcare customers have a strong preference for telephony. This may well be because the web self-service experience does not provide the answers that they want: healthcare providers report that an average of 36% of their callers have tried solving their issue online, compared to an contact center industry average of 21%.

As so many interactions with healthcare contact centers are through the voice channel, this means that there are very significant opportunities for voicebots to provide self-service, triaging and assessing calls and either passing them to the right place, or solving the issues themselves. The voicebot can also assess the sentiment of the caller, and place them in the context of what they have done previously, prioritizing where appropriate.

A voicebot is an application made up from AI and natural language understanding (NLU). Voicebots convert speech to text, analyze it and respond appropriately using text-to-speech. It is integrated with CRM or a knowledge base in order to provide a greater accuracy and depth of response. It should be noted that a common use of speech recognition, such as keyword spotting in order to route a call, is not the same as a voicebot.

The success or otherwise of voicebots is very affected by how callers are encouraged to use the service. The customer needs to have the confidence that the system will understand their natural language request and may otherwise provide very short, one-word answers in the same way that some inexperienced customers still use keywords when interacting with chatbots.

If nothing is given in the way of prompts or examples, callers may give too little or too much information as they are unsure of the sophistication or capabilities of the system, and this may be a reason for high self-service abandonment rates. Using prompts such as "describe in a few words why you are calling us, for example 'to start a new insurance claim" can be extremely useful in setting ground rules for the successful use of a more sophisticated voicebot self-service application.

While a voicebot can deliver the same type of sophisticated AI-enabled functionality as chatbots, there are some extra elements to consider in implementation and usage:

Noise cancellation: the additional requirement of carrying out speech-to-text in order for the interaction to be analyzed is potentially more difficult because of background noise, but there are a number of software-based, AI-driven noise cancellation solutions available that can provide a clearer and more accurate delivery of the customer's voice. This is particularly important when capturing names, addresses, payment card details and account numbers that could then be passed onto the agent if required.

Resilience: the dependency on multiple systems – sometimes external ones – means that integration may not be entirely straightforward, with components such as speech-to-text, natural language processing and noise cancellation all having to work together seamlessly and quickly, which risks system breakdown.

System latency: users of even basic automated speech recognition have been aware for years that it is not close to the experience of speaking with a live agent, with pauses of several seconds typical as the system processes the speech before replying. Solution providers claim that it is now possible to achieve latency of around half a second with an ideal voicebot set-up, but latency is something that businesses have to consider seriously when implementing AI-enabled voice assistants.

More information on the use and implementation of chatbots and voicebots can be found in "The Inner Circle Guide to Chatbots, Voicebots & Conversational AI".

BUSINESS ISSUE #2: INCREASE CUSTOMER PERSONALIZATION

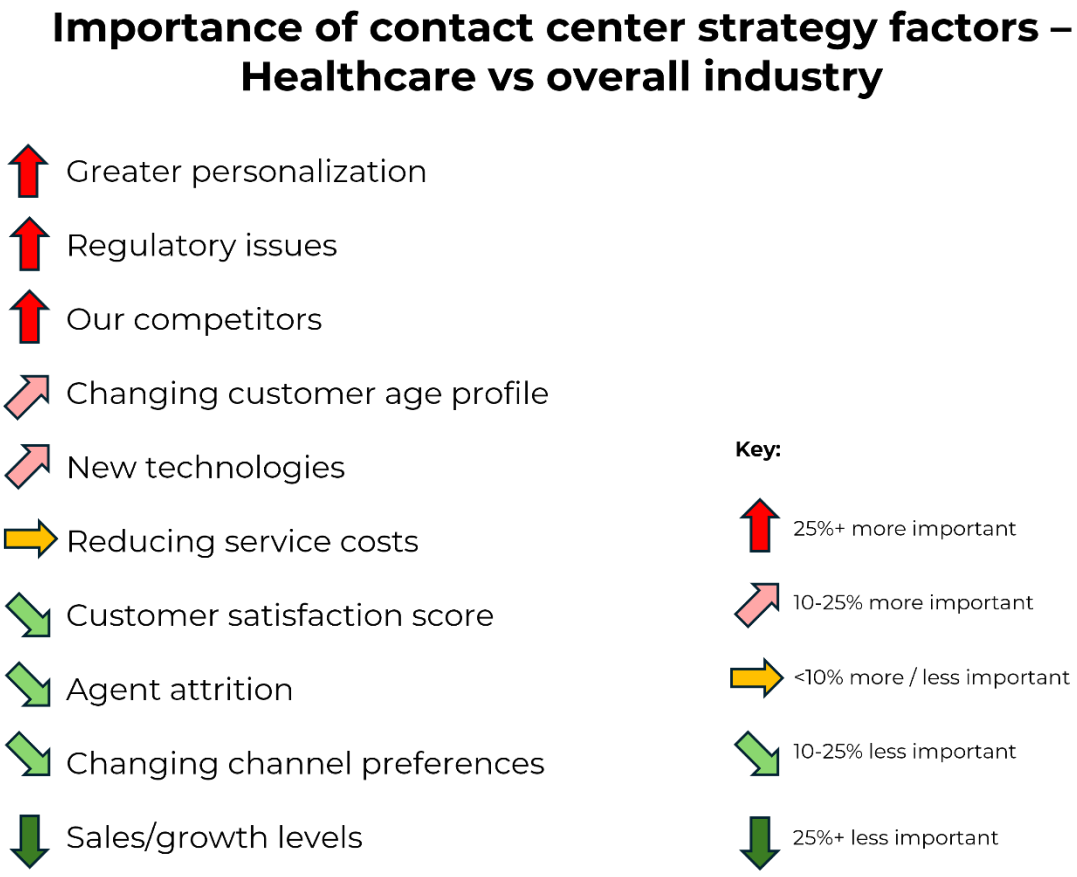
The chart below shows the relative importance of various factors affecting contact center strategy.

Businesses from all sectors were presented with 10 factors, and asked the question: "How important are these drivers for strategic contact center change, where 0 is very unimportant, and 100 is vitally important?".

To show the factors that particularly stand out for each sector, the healthcare vertical market's score was compared to the contact center industry as a whole, and the chart below shows the areas which differ most from the average.

Clearly, the healthcare sector places far more importance on complying with regulatory issues than the contact center industry as a whole, as well as competition and customer personalization.

Figure 4: Importance of contact center strategy factors – Healthcare vs overall industry



As the previous diagram shows, healthcare contact centers place a great deal of strategic emphasis on being able to personalize their offerings and customer interactions.

However, it is impossible to deliver traditional one-to-one personalization to thousands or millions of customers, as there is no way every agent can know every customer.

This is where customer segmentation is useful, allowing businesses to organize customers into groups based on shared characteristics, behaviors, or preferences, so as to deliver more relevant experiences.

Through AI-enabled interaction analytics, it is possible to hypothesize what customers' preferences are for receiving customer service, for example preferred channel, valuing empathy over speed, how they prefer to be addressed and communication style.

AI can be used to pinpoint the exact words that customers used to describe their issues and to use sentiment analysis to see the processes and actions which are making them frustrated or happy, allowing a better idea of the typical customer journey for each segment. For digital channels in particular, it can provide immediate translation which assists customers and gives more accurate responses.

There are three key processes which have AI-enabled solutions and techniques to make it easier and more effective for the organization to engage and deliver personalized interactions at scale while managing costs:

- **Identify the customer**: using voicebots, speech recognition and customer authentication techniques, provide agents and systems with knowledge about specific individuals before the conversation starts. Provide a single view of the customer across channels so that they have a seamless customer experience.

- **Know what that customer wants**: interaction analytics, in tandem with artificial intelligence, can provide insight into the customer's likely requirements, allowing a quick and effective interaction to take place regardless of channel.

- **Engage the customer and deliver personalized service beyond their expectations**: AI-enabled AI assistance provides the right information at the right time, advising the agent how to achieve the best outcome while managing call times. Self-service is supported through intelligent chatbots which can understand natural language and the context of the enquiry. Agent empathy and active listening reassures customers that their issues are being heard and understood, while proactive outbound service can help customers before they even know they have an issue. The healthcare sector receives a high volume of interactions about ongoing issues, including claims and billing, and being able to identify the types of customer who will contact them means that they can proactively assist before they do so.

Fore more information about improving customer personalization, please download "The Inner Circle Guide to Customer Engagement & Personalization".

BUSINESS ISSUE #3: COMPETE SUCCESSFULLY WITH OTHER HEALTHCARE PROVIDERS

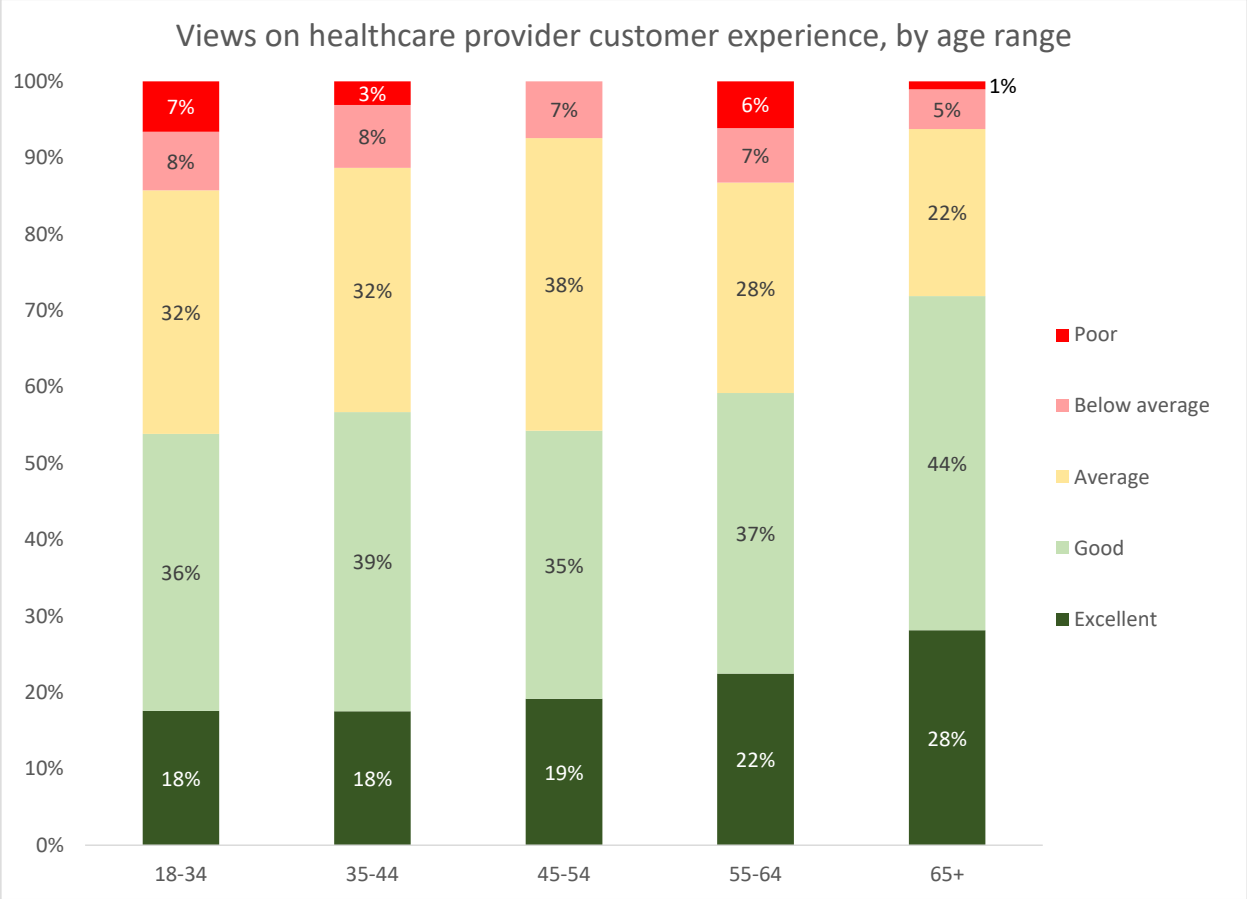
As the previous diagram showed, the healthcare sector places more importance on their competition than the contact center industry as a whole.

Healthcare is a very competitive business, with correct pricing and benefits vital to winning new business and keeping existing customers while remaining profitable.

The following chart is based on surveys of with 1,000 US consumers. While on the face of it, the majority of customers in each age range rate their customer experience as good or excellent, it is noticeable that younger customers are more likely to state that their CX is no better than average: not a metric that inspires great confidence in their customer loyalty.

It is also the case that younger cohorts are almost three times more likely to switch healthcare providers than the over-65 sector. More information about this can be found in "Exceeding US Customer Expectations".

Figure 5: Views on healthcare provider customer experience, by age range



Clearly, healthcare providers need every tool at their disposal, not only to provide superior customer experience, but also to defend themselves against competitors.

AI can provide competitive and actionable information for healthcare contact centers through:

Real-Time Call Analysis: AI analyses conversations in real time, identifying when competitors are mentioned. Natural Language Processing (NLP) tools detect references to competing products, services, or companies, and flag these for further review.

Sentiment Analysis: AI gauges customer sentiment when they mention competitors, determining if the customer is discussing the competition positively or negatively. This insight helps understand how the market perceives the competition.

Competitor Product Comparisons: AI detects when customers compare the healthcare provider's offerings with those of competitors, and recognizes patterns to identify key areas where the competition may be perceived as stronger or weaker.

Trend Identification: aggregating data across multiple calls can identify long-term trends, such as noting which competitors are mentioned most frequently or which aspects of a competitor's offering are most often discussed.

Actionable Insights: AI report generation summarizes competitive mentions, including frequency, sentiment, and any specific products or services discussed. These insights can be shared with marketing, sales, and product development teams to inform strategy.

Training and Response Optimization: Based on the competitive insights gathered, AI can help train agents by providing them with talking points or rebuttals when competitors are mentioned.

Proactive Suggestions: During a call, AI agent assistance provides suggestions or scripts to steer the conversation in a way that highlights the healthcare provider's strengths over the competition. For example, if a customer mentions a competitor's lower premiums, the agent can be prompted to discuss unique value propositions.

Knowledge Base Enhancement: AI updates and expands the contact center's knowledge base with information about competitors, ensuring that agents have the most current data to hand during calls.

The Future of Patient Experience: Balancing Digital and Human-Centered Care

Healthcare interactions are no longer confined to clinical settings. The shift toward digital engagement is transforming the patient experience, requiring providers to rethink how they connect with patients across the entire care journey. Yet, achieving a truly seamless, patient-centered experience goes beyond adopting digital tools—it demands a deep understanding of patient expectations, their unique journeys, and the moments that matter most.

Patient Experience: A Delicate Balancing Act

The concept of patient experience (PX) has evolved rapidly, driven by rising consumer expectations. Patients now demand the same level of ease, convenience, and transparency they experience in other industries—whether booking a flight, managing finances, or shopping online. However, unlike transactional interactions, healthcare requires a careful balance between automation and human touch.

While self-service and digital channels offer speed and convenience for routine tasks like scheduling, rescheduling, or checking test results, human interaction remains essential for more complex concerns. Patients want the ability to move seamlessly between digital and human support, whether they are interacting via voice, chat, messaging, or mobile apps. However, the reality is that many healthcare systems still operate in silos, with digital, contact center, and back-office operations disconnected. This fragmentation creates friction in the patient journey, increasing frustration and reducing overall satisfaction.

Unifying the Patient Engagement Ecosystem

To create a truly connected patient experience, healthcare organizations must orchestrate digital and human interactions seamlessly. This means:

- **Automating routine tasks** like appointment scheduling, prescription refills, and billing inquiries to free up human agents for more complex patient needs.
- **Integrating AI and human-led support** in a way that enhances—not replaces—the provider-patient relationship. AI can provide real-time recommendations, assist agents with patient history, and ensure **continuity of care** across interactions.
- **Breaking down silos between front and back-office operations** to eliminate inefficiencies, ensuring patient queries are routed seamlessly across departments without repetitive handoffs.

The Future of Patient-Centric Engagement

The next phase of **patient engagement** will be driven by **intelligent, adaptive systems** that learn from past interactions to continuously optimize future ones. This approach not only **enhances efficiency and reduces friction** but also **builds trust and loyalty**—allowing healthcare providers to meet patients where they are, with the right level of support at the right time.

To see this vision come to life, view our demo.

BUSINESS ISSUE #4: REDUCE COST PER CONTACT

Compared to many vertical markets, the healthcare sector's contact centers provide a good level of service to their customers: average speed to answer is 55 seconds against the industry's average of 99 seconds, and call abandonment rate is correspondingly lower (5.1% vs 8.9%).

However, average post-call wrap-up is 18.1% compared to an industry average of 13.7%, and often involves generating large amounts of clinical documentation. In addition, many healthcare providers' systems do not integrate well with electronic health records (EHRs), meaning that agents may well have to input the same information manually into multiple systems either within the call, or afterwards.

At an average new agent salary of $48,506 – the highest of any sector – the healthcare sector is clearly spending more time and money than it should be on activities that can be automated, which would allow skilled agents and healthcare professionals to get back to speaking with customers.

AI-enabled solutions can be applied not only to reduce any wasted or low-value time within the call, but also to provide richer content to customers and assist agents to do their job more efficiently.

There are numerous reasons why a call can be long, and healthcare companies should consider which parts of a call are necessary and which are not.

The following elements of a typical call are considered:

- Call routing
- Customer identification and authentication
- Talk time
- Post-call wrap-up.

INTELLIGENT CALL ROUTING

While screen popping is useful for cutting time from the early part of a call, the insight that this functionality provides is often limited.

AI enables an instantaneous gathering and assessment of data from multiple sources to occur even before the call has been routed, which allows accurate prioritization and delivery of the call, helping agents by matching skills and requirements, and providing them with information before the call.

For example, an AI working in an airline contact center may judge a call to be urgent if the caller:

- Has booked a flight for this day
- Rarely calls the contact center, preferring to use self-service
- Is a frequent flier
- Is calling from a mobile phone rather than a landline
- Shares a similar profile with other customers who only tend to call for very urgent reasons.

In such a case, the AI may consider that there is a likelihood that the call is directly related to the flight that is happening today (e.g. there's a danger of missing the flight and the customer may need to rebook), and is able to move the call to the front of the queue and route it to an agent experienced in changing flights, and whose communication style suits the situation and customer profile.

Taking this a step further, the AI is able to augment the conversation with suggestions based upon what the agent is doing on the screen and also, through listening to the details of the conversation, is able to provide relevant information without the need for the agent to search for it, such as the next flight to the customer's proposed destination or the refund / transfer options.

At the end of the call, the AI can then email or text the agreed solution to the customer without the agent having to do this manually.

Healthcare contact centers will have their own views on the types of customer and scenario where priority routing is of importance to them.

AUTOMATED CUSTOMER AUTHENTICATION

Until a few years ago many businesses relied on trust that the caller was who they claimed to be, asking only for a name and address.

Today, identity verification processes are now seen as critically important and most calls that are not initial enquiries will need to verify a caller's claimed identity by asking for additional information that only the real customer should know (knowledge-based authentication, or KBA).

However, fraudsters have often gained access to personal information such as mother's maiden name and date of birth, along with payment card details that have been stolen from websites, and research has shown that knowledge-based questions are answered correctly by fraudsters the large majority of the time.

Automated customer authentication not only reduces the threat from fraud, but also frees up significant time within a call which can be used to decrease call queues.

Customer security processes are about two factors: are you who you say you are, and are you allowed to do what you are trying to do?

A mean average of 70% of inbound calls to US healthcare contact centers require caller identity verification. This takes an average of 55 seconds per call, which is almost 15% of a typical call's length.

95% of healthcare calls are authenticated by agents, with the rest mainly carried out by touchtone IVR.

The cost to the healthcare industry runs into hundreds of millions of dollars each year, and adds nothing to the customer experience. It also impacts negatively on agent engagement: an agent may spend half an hour or more of their shift doing the mundane and repetitive task of taking customers through security.

Dedicated authentication solutions such as voice biometrics and call signaling analysis are not yet widely used in the healthcare industry, and may be expensive and less suitable for smaller businesses.

Having a voicebot rather than an agent take customers through security will reduce costs while providing a similar level of customer identification to live agent authentication, and has real potential to cut costs and improve agent morale. It can also be used to triage calls, and even provide self-service.

The security process remains the same as if it were a live agent taking these details, with the voicebot simply taking their place. If the voicebot detects undue levels of stress or anxiety, it can flag the call to the agent as potentially fraudulent and further security checks can then take place.

AI can improve knowledge-based authentication by learning from previous interactions and dynamically generating questions that are harder for fraudsters to predict or research, but easier for the real customer to answer. For example, instead of static questions, AI generates real-time questions based on recent information that only the legitimate customer would know.

For more information about customer authentication solutions, please download "The Inner Circle Guide to Fraud Reduction and PCI Compliance".

OPTIMISING TALK TIME

AI offers great opportunities for a reduction in talk time, without negatively impacting customer experience or outcomes.

Within calls, time can be wasted by:

- searching for the right information
- accessing multiple applications and screens
- repetition due to mishearing
- pauses for agents to type
- reading long terms and conditions to customers.

AI offers an opportunity to provide timely and effective support to every agent as necessary, actually within the call.

Finding the right information

AI can provide the agent with suggestions about next best action, pull up relevant information from the knowledge base, make suggestions based on customer history and sentiment about optimal cross-selling and upselling opportunities, and even the style of conversation that this customer may prefer.

This has a positive impact on first-contact resolution as well as customer experience, and is of particular use to less experienced agents and for unfamiliar subject areas.

AI monitors the real-time desktop and voice data, triggering processes such as information provision and back-office processes.

It can also provide coaching or alerts if there's a lengthy pause in the conversation or anything has been done wrong. Agents can also use specific phrases, such as "I'll just look that up for you", triggering the AI assistant to take action and putting the information on a single agent desktop application.

AI can work alongside agents to provide relevant knowledge that may be otherwise take a long time to find, and update the knowledge bases available to humans and AI self-service systems using an automated feedback loop that is constantly improving based on actual outcomes.

Accessing a single screen

Many of today's contact centers use complicated, multiple applications, often only loosely linked, which require skilled and experienced agents to navigate, let alone to manage interaction with customers successfully at the same time. This is particularly the case in many healthcare operations, which may have poorly integrated legacy systems and EHRs.

In most cases where complex, multiple applications are used, they are necessary for the agents to do their job, so the question is not "How can we reduce the number of applications?", but rather "How can we improve how the agent uses the applications?".

At the moment, due to complexity, expense and the sheer weight of constant change, applications are either integrated very loosely, or not at all. Agents are trained (or more likely, learn on the job) to switch rapidly between applications, relying on their experience to make sure they don't forget to do what's required

Many contact centers in the healthcare sector still rely on information held in legacy systems, and agents use an average of 4.4 applications within a call, and 3.0 post-call, which leads to considerable time being spent – especially by inexperienced agents – trying to find the right information or input data on the correct screen.

There are significant issues around not asking or forgetting to key in information, failing to initiate the correct follow-on processes or type in consistent data. The use of multiple applications will have a negative effect on training times and accuracy rates for new agents as well.

AI-enabled desktop automation solutions can remove the need for agents to log into multiple applications, assist them with the navigation between applications within the call, and make sure that customer data is gathered from the correct places and written back to any relevant databases without the need to navigate through multiple systems.

Within the call, AI-enabled agent assistance can help the agent to provide the right information at the right time, seamlessly linking with multiple back-office applications and databases, providing only what is relevant onto the agent's screen.

Depending on the experience or profile of the agent, what the customer is trying to do and any regulatory inhibitors, on-screen buttons can be enabled or disabled, or access to fields limited according to business rules.

Furthermore, adherence to business processes can be assured by making the agent complete all of the required steps in the transaction (for example, adding call notes, reading disclaimers, etc.).

Reducing repetition due to mishearing

In our survey of 1,000 US customers, 53% reported that they "very or fairly often" had problems hearing the agent, or that the agent asked them to repeat something. This is not just an issue for older customers, as 56% of the youngest cohort reported experiencing this either "very often" or "fairly often".

Lack of audio clarity is not restricted to the contact center's side of the conversation, where high-quality noise-cancelling headsets can improve matters for the agent in terms of removing background noise at their workplace.

With more people than ever using mobile telephony to speak with organizations, both agents and customers have to concentrate very hard on the conversation, with the attendant stress and frustration that this can cause, particularly for the agent who may handle 80-100 calls each day.

AI-enabled voice isolation can intelligently remove background noise from both sides of the conversation, both in real-time to assist the smooth and accurate flow of the conversation, and also in recordings to improve post-call analytics and voice-to-text transcription. This also means that businesses have to spend significantly less on upgrading and replacing top-of-the-line headsets.

Reducing the number of times an agent or customer has to repeat themselves can make a huge difference to cost, with the attendant positive effect of reducing call times (and thus queue lengths) and improving customer experience.

Reducing time taken for agents to type

AI can be integrated with CRM systems to populate forms with relevant customer information retrieved from databases or previous interactions, reducing the need for manual entry by the agent.

AI can also listen to the conversation between the agent and the customer using natural language processing to identify key information and automatically enter this data into the correct fields.

Furthermore, if a customer calls about a common issue, AI can predict and pre-fill the form, offering contextual assistance such as automatically populating the relevant fields in the form.

AI can also draw from a customer's history and preferences to personalize the form completion process. It can pre-populate fields with known preferences or previous selections, making the process quicker and more personalized.

AI can also detect errors in real-time as the form is being filled out, such as incorrect formatting or mismatched data (e.g., an invalid address), suggesting corrections or automatically adjusting the information.

Using AI to read terms and conditions

Many healthcare organizations have long terms and conditions that they have to read to customers within the call, in order to remain compliant with regulatory requirements.

If the customer is made aware and agrees that an AI is reading out these statements, and that they have the right to speak to a human at any time, businesses may wish to consider using AI to do this.

The agent can then carry out an extra work connected to the call while the terms are being read out, which could save time overall.

Get more from your AI investment
— and faster results

How to build your business case for AI

It's no longer a question of whether to add artificial intelligence (AI) to your technology mix, but when and where. As customer experience (CX) takes center stage, stakeholders are increasingly open to AI apps and appreciate the potential value. And executives might be actively pushing your teams to incorporate AI because they're hearing how other businesses are implementing AI and winning at CX.

What makes AI different than other business cases

The power of AI is how it enables genuine transformation of workflows, processes and organizational structure. These can fuel many long-term benefits, such as improved employee satisfaction and retention, skills acquisition, brand enhancement and a higher valuation of the company.

Developing a business case for AI is a journey of discovery that requires a mindset of continual optimization. The more you and your teams work with AI technology, the more innovative uses you'll find for it. And laying the groundwork for long-term success in a business case is the first milestone.

There's no single roadmap for AI because there are many ways to harness its transformative power. Start with the results you and other stakeholders want to achieve and tell that story. Make sure that you fully understand — and can substantiate — the metrics that support the story of your business case.

As a champion for AI, you'll be challenged to visualize innovation — and validate results — in a way you might not be prepared for.

See our methodology for an AI business case and where to focus your efforts.

Put your focus on how AI will deliver results and what your organization needs to do to make those results possible.

Four steps to construct a business case for AI

1. Strategy: Build consensus and alignment among stakeholders
2. Prioritization: Determine which use cases make sense now and which to save for later
3. Impact: Use metrics to show how changes will impact people, processes and workflows
4. Value: Quantify the business value and tell a compelling story

Get your guide

GENESYS™

REDUCING POST-CALL WRAP-UP

On average, over 18% of healthcare agents' time is spent on post-call work, higher than the US contact center industry as a whole.

The post-call wrap-up stage wastes a lot of time and effort through sub-optimal manual processing of data. For example, a change of address request could take many minutes in a non-unified environment, with several separate databases having to be altered, which is itself a process prone to error, risking at least one extra unnecessary future phone call from the customer trying to put things right.

Reducing wrap-up time through AI-enabling the agent desktop is not simply a matter of writing consistently to the correct databases, although this is a key element.

The contact center also initiates a number of processes elsewhere in the enterprise: it is the prime mover for making appointments, sending out documents, arranging next steps, taking payment and many other key elements to a successful customer-business transaction. Automation solutions (including robotic process automation - RPA) can handle these processes in a consistent, accurate and rapid manner.

AI can also make a major difference to post-call efficiency through helping with call summaries and dispositions. Many skilled agents spend a significant amount of time making notes within calls, and then writing them up afterwards, meaning not only that the agent is not available to take other calls, but also that they are perhaps not giving the customer their full attention during the call.

Using natural language processing and generative AI, call summaries detailing all of the relevant information can be created in real-time which can then be checked and amended by the agent, speeding up the process. Individual agents will have varying writing and summarizing capabilities, so this ensures consistency of quality. The next agent to speak with that customer will also benefit from having a concise and accurate note of what has been discussed previously, meaning that it is not only the original call which is shortened.

If appropriate, the call summary can also be emailed to the customer, which shows them that the business has understood their query and is acting upon it. Having an accurate call record at hand could also remind the customer of key points and action items, preventing some unnecessary repeat calls.

This use case should be seriously considered for implementation, as it has the benefit of being internally focused (thus reducing risk) and can also be applied to almost every call received. Post-call notes do not have a particularly high profile outside the contact center as they are a hidden part of the interaction, but this use case has huge potential for spectacular ROI, especially in healthcare contact centers where post-call work is usually very significant.

BUSINESS ISSUE #5: MEET REGULATIONS AND COMPLIANCE

Healthcare organizations must comply with multiple regulatory requirements (including HIPAA and CMS), and prove that they are doing so. This can make it challenging to streamline customer service interactions while maintaining compliance.

Through real-time monitoring of calls, AI can analyze conversations to detect non-compliant language or actions, such as discussing prohibited topics or disclosing private health information to unauthorized individuals..

When AI detects potential compliance violations, it can instantly notify supervisors or trigger automated actions, such as ending a call or redirecting it to a compliance officer, or prompt the agent within the call to comply with regulations.

AI can transcribe calls accurately, providing a verifiable record of conversations. This is crucial for auditing and demonstrating compliance with regulations, as well as identifying agents who have the greatest difficulties in remaining compliant who can then receive personalized training.

AI can also analyze all call recordings, not only for compliance purposes but also to improve overall quality. Basing QA and coaching decisions on the analysis of 100% of calls rather than a small sample means outcomes are far more accurate and fair.

AI can make QA professionals aware of any outliers – either very good or very bad customer communications – providing great opportunities for the propagation of best practice or identifying urgent training needs.

It can also assist with secure patient data handling and fraud prevention through automatically detecting and masking sensitive patient data during interactions, as well as analyzing call patterns to identify potential fraud, identity theft, or unauthorized access.

At the end of the interaction, AI can provide automated call & chat transcription with compliance tagging, converting conversations into text and flagging potential compliance risks (e.g., unverified identity disclosure). It can also ensure patient information is accurately logged into electronic health records (EHRs) with minimal human input.

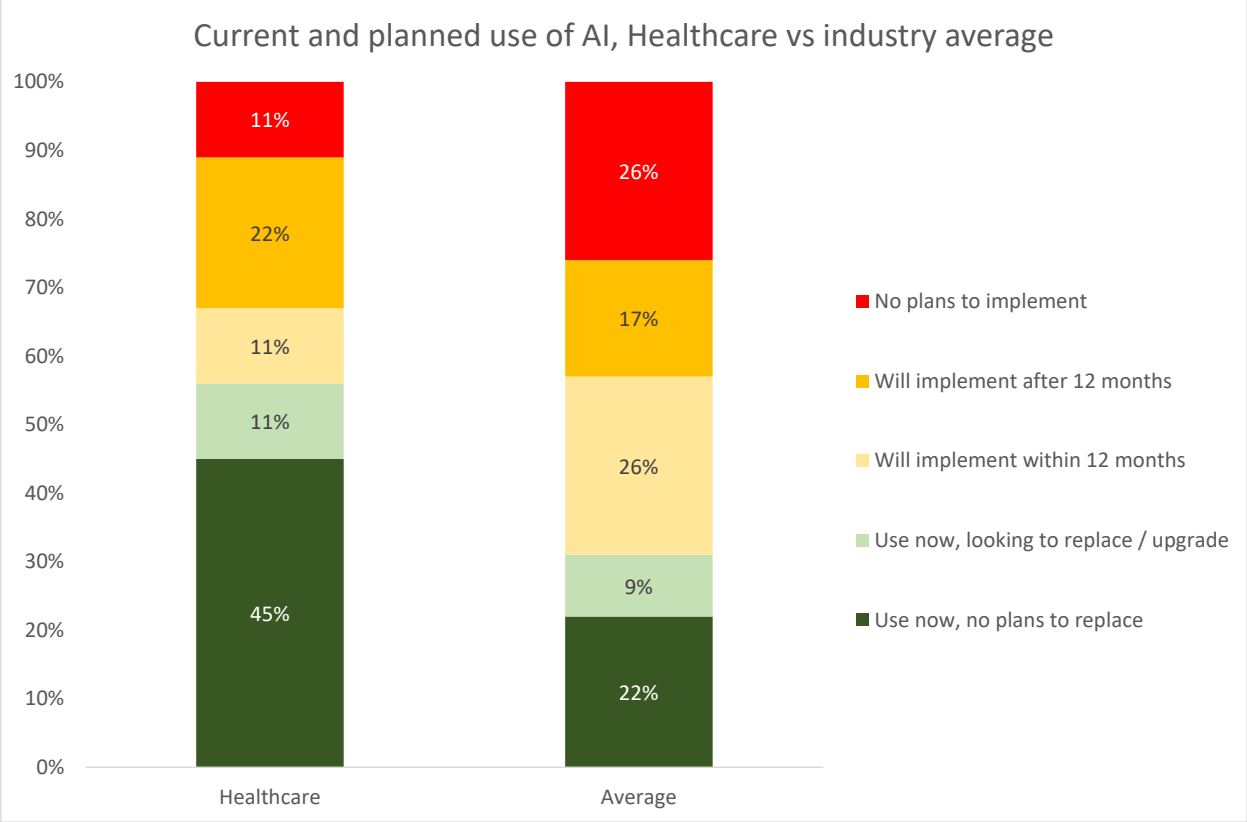
SUMMARY

While the US healthcare industry has managed to continue to provide an acceptable level of customer service – managing queue lengths, call abandonment rate and call durations better than many other sectors – there is a major opportunity to use AI to trim unnecessary elements of the call, impacting positively on cost per contact while maintaining or even improving CX.

The level of self-service and digital contact is lower than would be expected from an industry that generally invests heavily in technology, and although customers have been encouraged to use web chat, the telephony channel is still used far more often than is the case in many other vertical markets, due to the complex and often emotional nature of many of the calls.

As the chart below shows, the healthcare sector as a whole has been faster than the industry as a whole to implement AI-enabled solutions, but these are usually chatbots, with analytics and agent assistance much less frequently used.

Figure 6: Current and planned use of AI, Healthcare vs industry average



Many businesses in the healthcare sector would benefit by focusing efforts on reducing the parts of phone calls which are unnecessary to customer experience – particularly post-call work – and as the report has shown, there are great opportunities to do so without impacting security, regulatory compliance or effectiveness.

Widespread adoption of AI-enabled interaction analytics can identify competitive advantages that healthcare providers can use to develop personalized offerings and prompt agents within calls with relevant information that can help to win new business or keep existing customers.

As a channel, telephony offers the unique opportunity to create long-term loyalty and even advocacy in an industry where product differentiation can often be complex and difficult to demonstrate to new and potential customers.

However, while opportunities exist within the voice channel to optimize the customer experience and reduce costs, the real savings will come from encouraging and supporting customers to use self-service. The failure rate of web self-service in the sector is very high, and using AI to offer more sophisticated context-based and client-specific functionality should be in the forefront of decision-makers' minds. Through voicebots, the voice channel also offers considerable opportunities for moving customers from live to automated service.

The healthcare sector has the opportunity to use AI not only to rectify the significant commercial and operational issues identified in the report, but also to create lasting business value from each call.

SUPPLIER DIRECTORY

About NICE

NICE's **CXone Mpower** platform is designed to **unify patient experiences across all touchpoints**. This solution integrates seamlessly with electronic health record (EHR) systems, connecting both automated and human interactions to provide a comprehensive view of each patient's journey. Leveraging artificial intelligence specifically tailored for patient engagement, CXone Mpower facilitates intelligent collaboration between humans and machines, streamlining processes such as scheduling, billing, referrals, and nurse triage. This integration not only enhances operational efficiency but also ensures that patient interactions are secure, consistent, and personalized.

With over **30 years of experience**, NICE has been at the forefront of customer service innovation, extending its expertise to the healthcare sector. The CXone Mpower platform is certified compliant with healthcare security and privacy standards, ensuring the protection of sensitive patient data. By adopting NICE's solutions, healthcare organizations can **transform patient engagement, leading to improved satisfaction and better health outcomes**.

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ContactBabel is the contact center industry expert. If you have a question about how the industry works, or where it's heading, the chances are we have the answer.

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- Exceeding UK Customer Expectations
- Exceeding US Customer Expectations
- UK Contact Centre Verticals: Communications; Finance; Insurance; Outsourcing; Retail & Distribution; Utilities
- US Contact Center Verticals: Finance; Insurance; Outsourcing; Retail & Distribution
- AI in UK Contact Centre Verticals: Finance, Healthcare, Insurance, Public Sector, Retail & Distribution, Utilities
- AI in US Contact Center Verticals: Finance, Healthcare, Insurance, Public Sector, Retail & Distribution.
- The AI Series: how can AI can help contact centers' operational and commercial issues? Research reports: First-Contact Resolution; Revenue Maximization; Workforce Engagement; Business Insights: Customer Insights; Agent Productivity; Digital Customer Contact; Contact Center Cost Reduction; Customer Satisfaction.