Case Study

A Fortune 500 Healthcare Company Saves over $1 Million Annually by Revitalizing Outbound Customer Contacts With CXone Mpower SmartReach

The Fortune 500 health insurance provider serves millions of Americans through employer, individual, and specialty insurance policies. With such a large and complex population spanning the entire nation, there are countless reasons to reach out to policyholders. The company operates a significant outbound call center to meet those needs. By switching to SmartReach, it dramatically improved the productivity and effectiveness of the outbound operation. With outsized improvements in cost, agent idle time, and call volume, outbound contacts are rising in organizational profile, providing a template for further improvements and efficiencies.

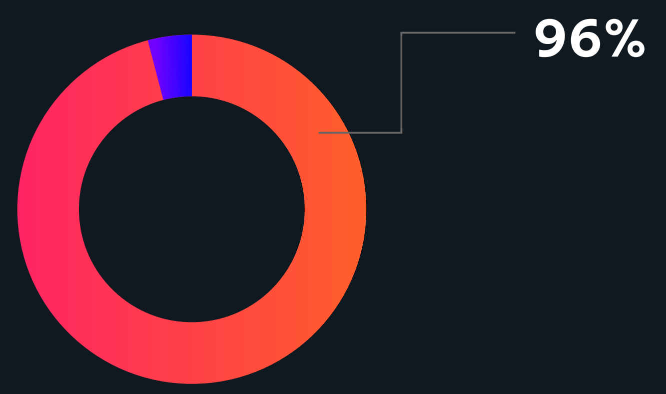
NICE

FROM MONTHS TO HOURS

Drastic reduction in campaign rollout time

96% SAVINGS

On initial setup costs compared to competitive solutions



8-20X

Improvement in call abandonment rate

<1 MINUTE

Typical agent idle time, down from 10-45+ minutes on the previous solution

>$1 MILLION

Estimated annualized cost savings from consumption-based pricing, productivity gains, and reduced FTE needs

CUSTOMER PROFILE

ABOUT	A Fortune 500 insurance provider is a health care and well-being company working to help build a modern, high-performing health system through improved access, affordability, outcomes, and experiences.
INDUSTRY	Insurance / Healthcare
LOCATION	United States
AGENTS	1,600 agents in outbound dialing
GOALS	• Improve outbound dialing productivity with full TCPA risk mitigation • Improve agent on-hook time • Increase productivity with level FTE count • Improve call volume per agent • Pay for connect time rather than per-seat licensing
PRODUCTS	• CXone Mpower SmartReach
FEATURES	• Human Call Initiator (HCI), accelerating contacts within TCPA guidelines • Straightforward agent interface • Comprehensive support for regional regulations and contractual requirements • Prompt reporting • Easy campaign adjustments after launch • No agent skill-group requirements slowing campaign deployment • Low-friction definition of new campaigns for quick launch • Consumption-based pricing

Case Study

01 THE BEFORE

Heavy constraints on time-sensitive outbound contacts

The health insurance company migrated to an outbound platform that disguised several weaknesses. The platform required agents to be assigned to separate skill groups for each campaign, and the platform put hard limits on agent re-skilling. Furthermore, the need to spin up-skill groups and assign agents before launching a campaign delayed time-sensitive calls and meant agents could be completely idle during the administrative changeover. Campaigns could take up to three months to fully define, staff, and deploy.

These constraints had a significant impact on the company's ability to contact customers in a timely fashion. The organization suffered high agent idle times with no obvious cause, call abandon rates of 8-20% and inexplicably low call volumes.

02 DESIRE TO CHANGE

Peeling back the onion of poor performance

With millions of customers depending on the organization, it could no longer afford to sit by and accept the subpar performance of its engagement platform. It was a challenge to sort through the issues and get the vendors involved to acknowledge the root causes.

"We had a lot of compliance issues, and a lot of productivity issues. I had to spend a lot of time figuring out why it wasn't effective," said an anonymous Dialer Team Representative.

Eventually, the company uncovered one of the most serious undisclosed limitations of its system: a throttle of just three calls per second. This limit was established between the software platform and the telecommunication provider, without disclosing the limitation to the organization. The throttle was responsible for agents sitting idle anywhere from 10 to 60 minutes or more, despite the call volume waiting in the queue.

03 THE SOLUTION

Revitalizing the outbound operation with SmartReach

After executive leadership was alerted to the underlying problems, they started looking for alternatives. "SmartReach, was very much the front-runner from the beginning, not only because of the value they provided but for the support and quick responses from the team - Day One," the anonymous representative said.

The health insurance company went live in September 2024 with the first outbound campaign, adding IVR capabilities just weeks later. After some time, the in-house sales organization, which had been constrained by a policy of fully manual dialing, embraced the SmartReach solution. "Now our group is crossing the spectrum, from informational calling to contractual calling for sales," the anonymous representative said.

SmartReach's flexible capabilities have supported the ability to across both predictive dialing as well as a TCPA-focused approach using SmartReach's Human Call Initiator (HCI) to accelerate outreach in a manual manner.

"HCI has been huge, including the ability to customize down to area code and removing the need for redundant campaigns," the anonymous said.

The improved solution has bolstered the company's confidence to meet the ever-present need for emergency contacts across the United States. When populous states like California and Florida experience frequent weather or fire-related alerts, call volumes to affected customers are routinely in the millions. These extremely high-volume campaigns previously had to be outsourced due to the poor performance of the incumbent solution but are now being brought back in-house.

SmartReach has also been easy to deploy to business partners and easy to adjust on the fly, expanding internal perceptions of what calling can do. "Outbound calling was in a dark corner, no one really talked to us," Anonymous said. "The move to SmartReach has changed that drastically and put us in front of our executive leadership and business partners, and everyone is amazed."approved.

04 THE RESULTS

Orders of magnitude greater performance

Four hours after the outbound dialing group launched the first SmartReach campaign, the campaign owner sent frantic messages demanding to know why the queue was empty. The worry was that SmartReach had crashed or failed, but the explanation was simply that SmartReach had shattered performance expectations. "We explained that it was because the campaign was done. A single campaign was something that used to take days to complete," the representative said. "And that was a shock factor on Day

One that sent ripples across the enterprise."

SmartReach has proven both highly scalable and budget-friendly, with initial setup costs in the tens of thousands compared to seven-figure startup fees from other providers. The consumption-based pricing also meshes with spending priorities. "The cost is much better with SmartReach, and we aren't constrained to use per-agent licensing, which I find is far more expensive for far less productivity," said anonymous.

Today, a typical outbound campaign can be launched in a matter of minutes, compared to delays of up to three months on the previous solution. With the usability of SmartReach, emergency campaigns can be defined and started in just seconds. Call abandonment rates are routinely below one percent, and HCI (Human Click Initiator) has helped retain as much as 80% of the productivity of predictive dialing while mitigating TCPA risk. Productivity overall is higher while holding FTE counts level.

05 THE FUTURE

Imagining new possibilities in customer outreach

The elevated profile of outbound calling has multiple business units interested in joining, which could quadruple the number of agents in the near future. The group also expects to explore the prospects of adding AI capabilities to the SmartReach IVR and reintroducing predictive dialing within compliance boundaries.

Unifying SMS and email outreach inside SmartReach is also on the horizon. "Different people and different age ranges react differently to channels, so we're interested in customizing our outreach efforts based on populations, reaching the most people with the best effort," Anonymous said. "Because of the tools SmartReach offers, it is going to become our standard engagement solution for everyone to use, so I only see our opportunities growing."

"SmartReach has dramatically reduced our campaign rollout time from months to hours, saved 96% on initial setup costs, improved call abandonment rates by 8-20x, reduced agent idle time to less than a minute, and achieved over $1 million in annual cost savings. **From the beginning, SmartReach was the front-runner thanks to their phenomenal price point and exceptional support."**

ANONYMOUS DIALER
TEAM REPRESENTATIVE

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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