



INFOSHEET

Healthcare Open Enrollment Readiness Offer

Maximize revenue generation during open enrollment season

Open enrollment season is a critical revenue-generating event for US-based health insurance organizations. A time during which it's common to experience massive spikes in call volumes that test the upper limitations of your contact center's capacity to handle such peaks in demand.

How prepared are you?

Customer experience is a priority for healthcare providers. And with the rise of new digital channels, consumer demands are changing, and customers have considerably less patience with poor experiences. In a recent industry survey, over two-thirds of customers said that just a single bad customer experience would negatively impact their loyalty to a healthcare organization.

On top of that, contact center as a service (CCaaS) platforms typically shares bandwidth (multi-tenancy) with other companies and healthcare organizations too. But have you ever paused to consider what happens when every multi-tenancy client simultaneously needs their CCaaS vendor capacity? A benefit of the cloud is the promise of elasticity. But it's not infinite, as every CCaaS vendor will have made assumptions and invested accordingly.

Who suffers when all that peak demand aligns?

Due to these challenges, many healthcare organizations prepare by making strategic decisions on customer engagements, including business rules related to contact center interactions. And implement these decisions at the application level, which in many cases requires changing or adding features, functionality, or scalability, thus compounding the issues as assuring consistent customer experience and frictionless customer journeys is challenging, particularly if multi-vendors and applications are involved.

Essentially, people, processes and technology drive improved operational efficiency for employees and the tools. And the need to anticipate new capacity challenges drives the need for more rigorous business continuity planning.

Although heightened demand might originate from an expected peak, you cannot afford to leave critical events like this to chance without robust testing and monitoring to pinpoint issues and defects across customer journeys and interactions and fix them fast!

OPEN ENROLLMENT READINESS OFFER

This package is for a **limited time** and at a **highly discounted price point**.

[Schedule a 15-minute call](#) to learn more and discuss how we can help.

TESTING, YOUR INSURANCE DURING OPEN ENROLLMENT

- Ensuring your systems perform at capacity and beyond
- Essential to driving revenue growth and protecting CX
- Testing becomes your insurance during busy periods, including open enrollment

TEST AND MONITOR IN PREPERATION FOR OPEN ENROLLMENT

- Verify that customer interaction and agent experiences perform as intended
- Continue to do so up to peak capacity and beyond
- Have confidence in the capacity of your systems to cope with huge spikes in demand

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1. **Assurance** – Confidence in your network and system to support peak operations. Measure end-to-end interoperability and performance that mimics customer scenarios
2. **Insight** – Quickly pinpoint the root cause of system failures
3. **Optimization** – Proactively resolve issues, defects and optimize customer experience
4. **Flexibility** – Cloud-hosted, composable deliverables
5. **Best Practice** – Access to test automation experts with experience across highly regulated industries of banking, insurance and healthcare

About Hammer

The largest contact centers around the world rely on Hammer and its proven technology to guarantee optimal customer experience and business outcomes. Through automated end-to-end testing and assurance solutions that mimic real-world citizen and customer engagement, Hammer ensures its clients deliver high-quality communications across voice, IVR and digital channels. Hammer solutions play a pivotal role in ensuring excellence in day-to-day operation of more than 250 large enterprises, including 6 of the top 10 global banks, 8 of the top 10 global healthcare organizations and 7 of the top 10 largest insurance companies.

For more information, visit www.hammer.com