GLANCE GUIDED CX

The #1 Cobrowsing Solution in Healthcare & Insurance

Recreate in-person experiences digitally with Glance

Support

Technical and form-fill support for members

Customer service representatives or brokers walk customers through online form-fill and other digital transactions.

- Online portal navigation
- "How-to" questions: file a claim, change a password, check on eligibility

Higher CSAT rating

Better customer retention

Reduced call handle time

Connect

Forge relationships during key moments

Assist with enrollment, new plans or plan changes, application and onboarding processes.

- Support enrollment processes; compare plans together
- Help providers, brokers, and members in digital spaces to reduce frustration

Lower abandonment rate

Increased employee satisfaction

Less customer churn

Advise

Personal consultations for improved understanding and better care

Navigate difficult diagnoses or unexpected claims processes together with customers, improved by the power of human connections.

- Navigate difficult processes together in member or broker portal
- Improve understanding of claims process and care management

Higher NPS (Net Promoter Score)

Improved net new revenue

Increased lifetime value

Healthcare Insurance Customers Get Results

Health insurance enrollment support

For a top-5 insurance provider

SOLUTION: Guide shopping and enrollment for those new to Medicare.

RESULTS: Increased enrollments, improved operational efficiency, and higher satisfaction among customers, agents, and brokers.

3 of the 5 categories for rating Medicare Advantage plans are "member experience, member complaints, and customer service."

Portal support for healthcare providers

For a healthcare solutions company

SOLUTION: One click lets representatives launch a session from CRM to guide portal use, improving the experience for healthcare providers.

RESULTS: Reduced AHT (Average Handle Time) for inquiries on billing, coding, and claim submissions and adjudications.

Human-guided CX has improved Average Handle Time, First Contact Resolution rates, employee satisfaction, and CSAT/NPS scores for providers and payers.

Guided CX for telehealth enrollment

For a top US telemedicine provider

SOLUTION: Guided customer experiences for autopay enrollment, login support, and registration assistance.

RESULTS: Decreased billing-related calls, increased autopay enrollment, and drove new web portal registrations.

"Guided customer experience helps to reduce both frequency of calls and cost per call, creating operational efficiency and overall satisfaction among customers and agents."

Benefits administration support for employers and members

At a top SaaS provider for employer-managed HR Benefits

SOLUTION: Customer support and client onboarding for members and employer administrators.

RESULTS: Launched from call or chat, engagement duration drops 17.6% on average.

"Onboarding is seamless and efficient. End-user customers ask for it during engagements."