



INDUSTRY SPOTLIGHT: HEALTHCARE

Grow loyalty and retention with Glance Guided CX™ in Healthcare

For over 20 years, the world's largest and most security-conscious organizations have trusted Glance to transform "do it yourself" into "do it together" by powering human connections inside mobile apps, portals, and websites in moments that matter.

Create "wow"-worthy branded experiences in your digital properties and from your tech stack of choice.

Easy for everyone, works everywhere

Launch Glance from any employee desktop solution to connect instantly with members, brokers, or providers in your portals, mobile apps, or websites.

Start from anywhere, switch seamlessly

Use existing communication channels, including routing and escalations, to start collaborating from any interaction with Glance capabilities such as:

- Mobile app share
- Cobrowse
- Secure document share
- Live one-, two-, or multi-way video
- Screen share
- Mobile camera share

Proven, enterprise-grade security and scale

Glance adheres to rigorous data privacy and security protocols, undergoes annual compliance audits, and is verified by highly regulated businesses.



Glance helps your team deliver in-the-moment, personal guidance to assist members, brokers, and providers:

Choose and enroll in plans, e.g., Medicare Advantage

Understand coverage and benefits

Find healthcare providers

Obtain prior authorization or pre-approval

Review and evaluate plans for the continuum of care

Understand medical bills and explanations of benefits (EOBs)

Submit and review claims

How healthcare organizations elevate CX and achieve results with Glance

Top health insurance provider increases Medicare enrollments and member satisfaction in digital spaces

This 12.5-million-member health insurance provider enables direct employees and third-party approved brokers to guide the shopping experience and enrollment process for people new to Medicare. It leverages the Glance Guided CX platform capabilities to bring a personal, human-to-human experience on its websites and member and broker portals to help members navigate this complex, time-sensitive, and often overwhelming process.

Outcomes: Increase customer satisfaction (CSAT) for Medicare Star Ratings, increase online portal adoption, and create operational efficiencies and satisfaction among customers, agents, and brokers.



Nation’s largest health information network improves revenue cycle activities and customer satisfaction in provider portals

Facilitating billions of clinical, administrative, and financial transitions annually and connecting over two million providers, health plans, and technology partners, this health information network enables human-guided collaboration within its provider portals. It leverages the Glance Guided CX platform to improve the experience for providers and payers during high-value interactions such as complex billing, coding, claim submissions, and adjudications.

Outcomes: Improve time-to-revenue and operational efficiency, improve first contact resolution (FCR) rates and call handle times (AHT), and increase customer satisfaction (CSAT) and Net Promoter Score(R) (NPS) among providers and payers.

Outcomes from industry-leading brands

20%
reduction
in AHT

10%
boost
in FCR

18pt
increase
in NPS

20%
higher
CSAT

60%
reduction in
sales cycle time

40%
boost in lead
conversion rate

97%
satisfaction
rating

394%
return on
investment



Glance Guided CX™ helps enterprises earn, keep, and grow customers through instant, personal, human-to-human collaboration sessions within their mobile apps, portals, and websites. Glance is easy for everyone and works on any platform or device.

The world’s most recognizable brands trust Glance in moments that matter to build relationships, increase revenue, and boost customer lifetime value. Discover how to create wow-worthy human CX at <http://www.glance.cx>.

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