



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."



Glance makes it easy to provide personal, human-to-human customer experience in digital environments. Glance's in-the-moment web and mobile cobrowse, screen share, and video solutions increase customer satisfaction, ensure brand loyalty, and drive revenue. The world's largest enterprises trust Glance to empower their customer-facing teams and deliver frictionless, at-the-exact-right-moment customer consultation. With integrations with Salesforce, Twilio, Genesys, ServiceNow, and more, Glance fits seamlessly into even the most sophisticated CRM-CX tech stack. Discover the power of Glance guided CX at <http://www.glance.net>.

**Headquarters**  
178 Albion Street  
Suite 220  
Wakefield, MA 01880

**Contact**  
USA – (1) (888) 945-2623  
International – (1) (781) 316-2596  
[hello@glance.cx](mailto:hello@glance.cx)

[glance.cx](http://glance.cx)