

EBOOK

# Cultivating Personal Customer Experiences **in** **Healthcare**





# Cultivating Personal Customer Experiences in Healthcare

Healthcare is experiencing a digital transformation that was greatly expedited by the pandemic. In nearly every industry, it's obvious that digital transformation is here. And the digital customer experience is no longer a choice — it's a requirement.

The top priority for many leaders? A better — and more personal — customer experience. A recent survey of health systems leaders found that overwhelmingly, the most desired outcome from digital transformation is a better patient experience (92%).

And yet, the journey to improved customer experience can be uniquely long and

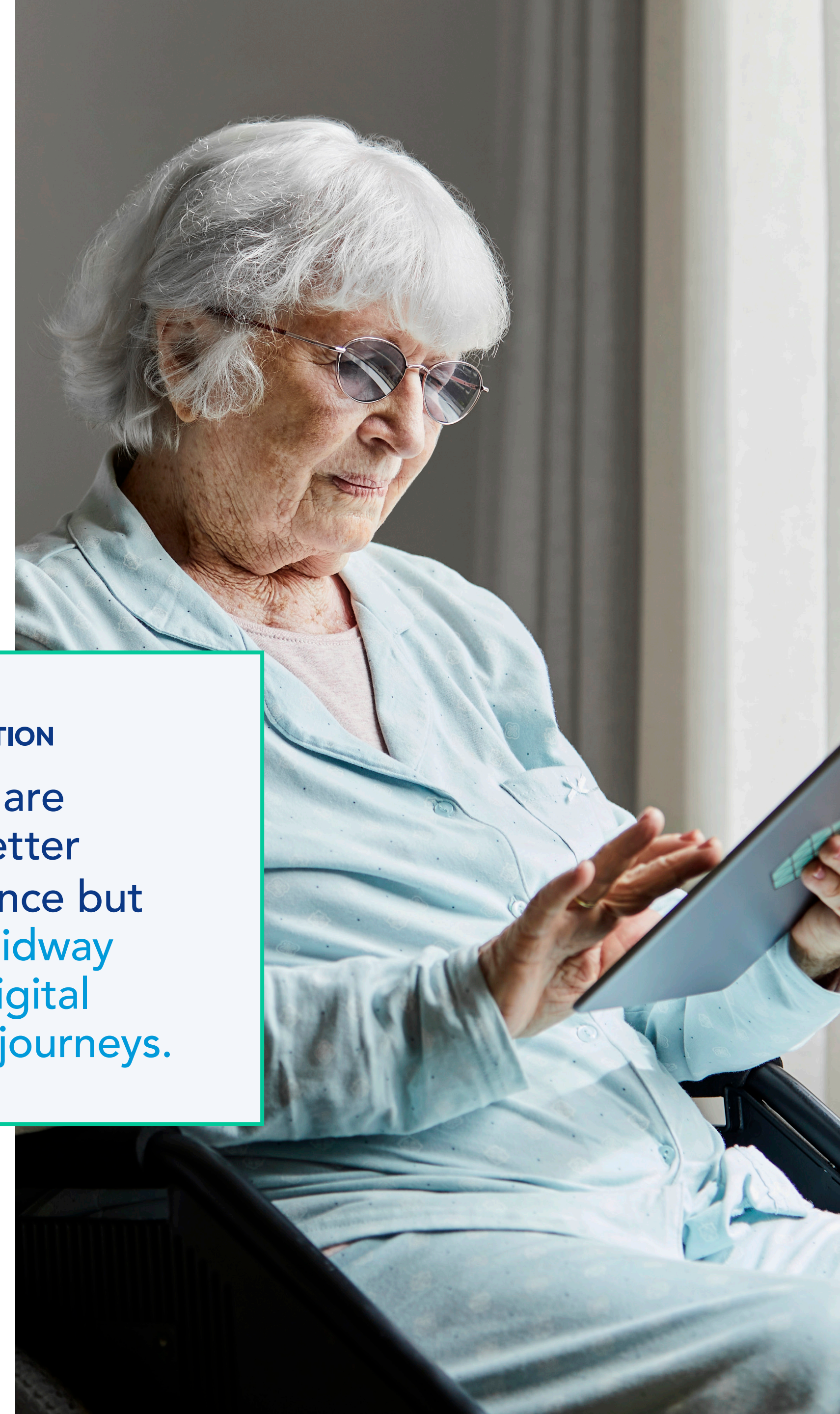
cumbersome in healthcare. In the same survey, 60% of respondents said they are only midway through their journeys, and identified talent, data, defining KPIs and winning budget as obstacles.

So for transformational CX leaders in healthcare, the big question is: How do we get there?

In this guide, we'll share valuable information for healthcare organizations striving to improve their online customer experiences. Whether you're a healthcare payer, large healthcare organization, or a healthcare software company, you can use this guide to help inform the next steps in your own transformation.

## DIGITAL TRANSFORMATION

92% of leaders are looking for a better patient experience but 60% are only midway through their digital transformation journeys.





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# Customer expectations have changed

Customers turned to technology as a necessity during the pandemic. As we settle into this post-pandemic world, it's clear that some changes are permanent. One of those permanent changes is that when it comes to online experiences, patients and customers expect more. Healthcare organizations that don't raise the bar to meet their expectations will suffer.





# Digital customer experiences in healthcare are now expected.

Some digital customer experiences in healthcare that are now expected include:

- More personalized and expedited healthcare enrollment
- Easy-to-use online self-service
- Simple and secure online payments
- Access to data, appointments, costs, etc.
- Telemedicine
- Quick responses (from humans) to online inquiries

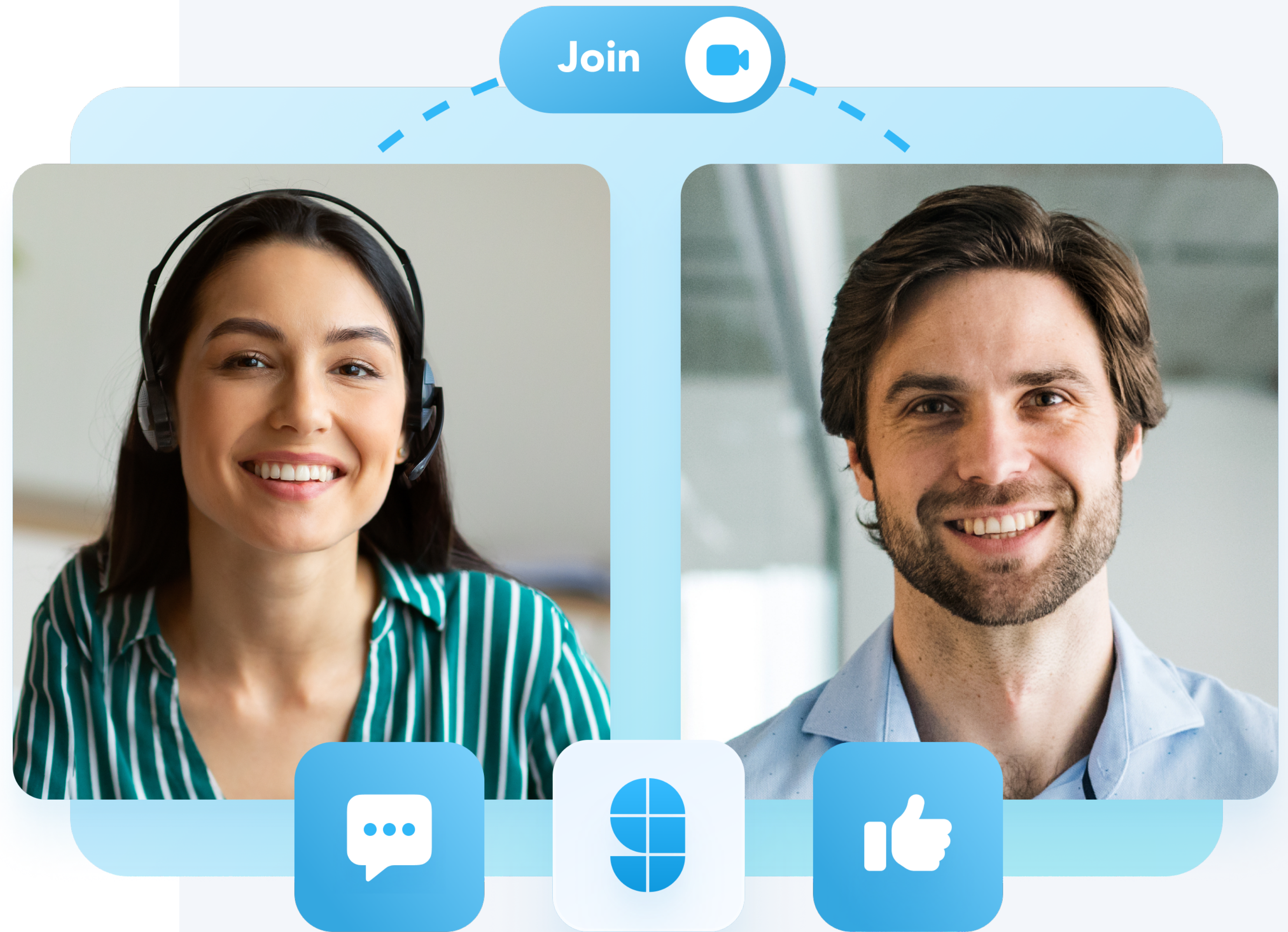
While technology innovations are catalysts for these changes, one expectation that remains constant on any platform — especially in healthcare — is one-on-one, human customer service. Service that's compassionate, welcoming, personal, and that can only be delivered with a human touch. A digital transformation in healthcare shouldn't lose sight of the importance of person-to-person connection.





# 6 questions to help evaluate your digital customer experience

Understanding your customer experience is critical to improving it.





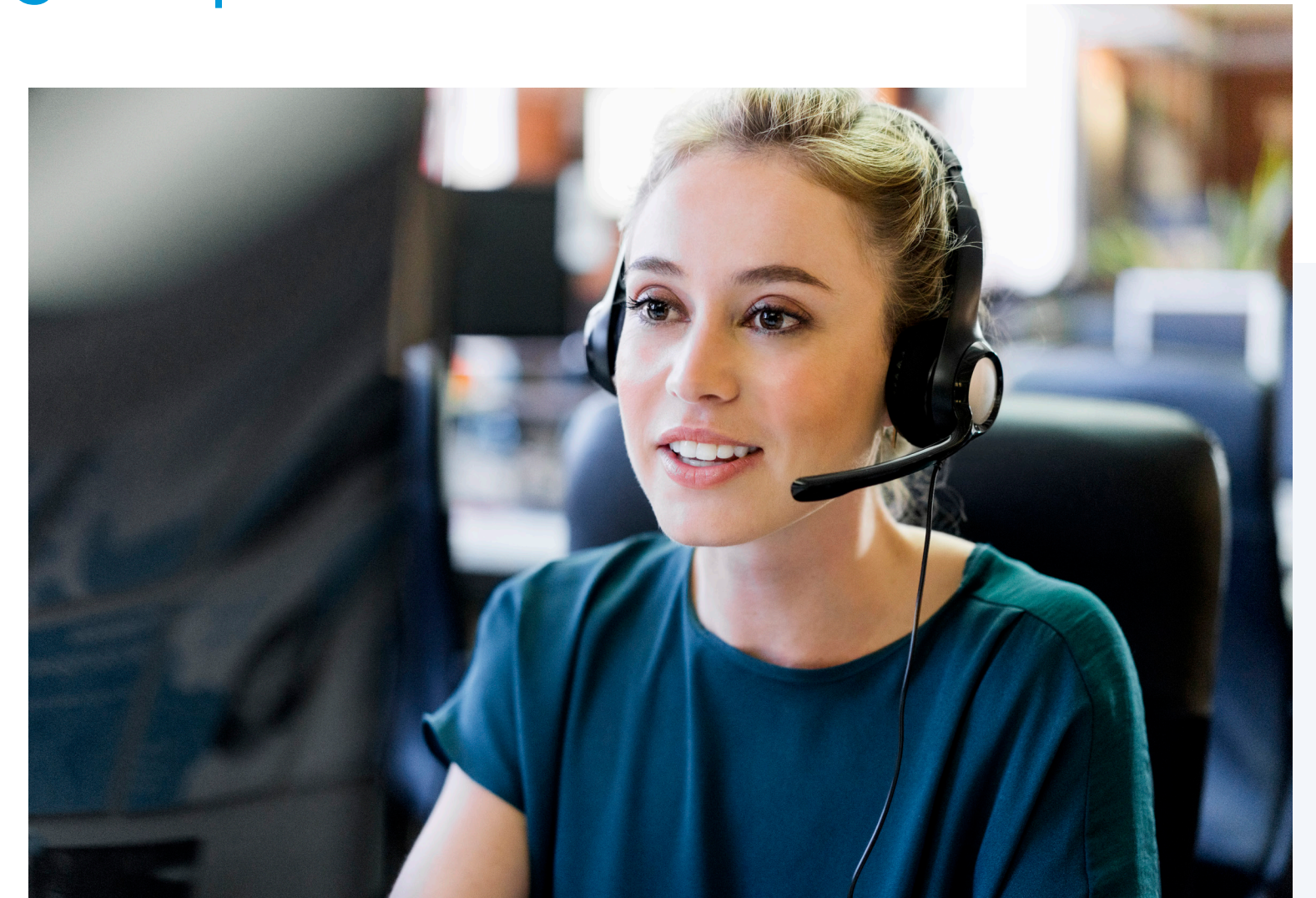
# Key questions to evaluate your customer experience

Providing a personal experience means anticipating and meeting the specific needs of your customers. Through the right technologies and strategies, you can provide a seamless, frictionless customer experience that aligns with your business goals.

1. Can your customers easily find everything they need?
2. Is your online experience personalized for each customer, or is it "one size fits all?"
3. Does your digital experience incorporate a human element to establish trust, convey compassion, and provide one-on-one service?
4. Does your website or app anticipate the needs of your customers?
5. If you're using different digital tools and solutions, do they work cohesively together?
6. Do you have monitoring and metrics in place to assess your customer experience and track improvement? Are they consistent across your organization and digital platforms?



A Guided Customer Experience provides the human connections that customers are asking for in the digital space.





# The modern CX tech stack

Today's customer expects a seamless, intuitive experience. Making your CX frictionless requires a highly integrated and carefully orchestrated ecosystem of technologies and processes.

Technology like automation and artificial intelligence (AI) are driving transformations that can help create next-level experiences at scale, but human-to-human interactions are still at the heart of the customer journey. Nearly 90% of companies say they compete mostly on the basis of customer experience,

versus 36% just four years ago. The pandemic accelerated innovation, but it also impacted our desire to connect with one another. Companies who leverage technology while maintaining human connection will deliver the best experiences.





# Today's CX tech stack for modern healthcare organizations:

## Customer Relationship Management (CRM)

A standard of any CX tech stack, CRM software system enables businesses to track all communications (email, text, calls, etc.) and nurture relationships with leads and customers. It's important for healthcare organizations to have this single source of truth, which can be integrated with EHRs to gain a deeper understanding of and connection with patients.

## Customer service automation

This includes anything that empowers your customer to resolve their issues without another human involved, such as self-help articles. This can help your customer solve issues quickly and any time they need it, 24/7.

## Video chat

Remote work and telehealth has surged since the beginning of the pandemic, making video chat conversations second nature to employees and customers.

## Omnichannel customer support (single customer view system)

While your company may employ many communication channels like chat, AI-supported chat (chatbots), video chat, traditional call-in support, or SMS text messaging, customers expect one consistent experience across them all. They expect that information should persist as they move among these different channels, and that they shouldn't have to repeat information as your company switches between them. Aggregating all customer data in one place for your agents (your CRM) can help ensure that customers have a seamless experience across all of your CX applications.

## AI-powered chatbots

Chatbots simulate conversations using natural language on messaging applications. These bots can provide customer service, answer basic customer questions, and gather information.

## Guided CX/visual engagement

Solutions that empower your customer service rep, sales rep, or trainer to join the customer in your website or app, see their screen, and deliver human-to-human guidance.

## Email automation

Sending the right message to the right customers at the right time can be done at scale using targeted, scheduled, and personalized email automation.

## SMS (text messaging)

Nearly all Americans — 97% to be precise — own a cellphone. Text messaging services allow healthcare organizations to have personalized one-on-one interactions with their customers wherever they are.

## Personalization engine

Customers expect experiences to be catered to their individual needs. Personalization engines enable brands to be proactive and deliver personalized experiences based on past interactions, current context, and anticipated needs/wants.

## Internet of Things (IoT)

Billions of physical devices are now connected to the Internet. Home hubs like Alexa, wearables like fitness trackers, and other health trackers like blood pressure and heart rate monitoring cuffs are connecting healthcare organizations to customers and patients in a profound way. When relevant, this data can play a vital role in your customer's overall experience with you.

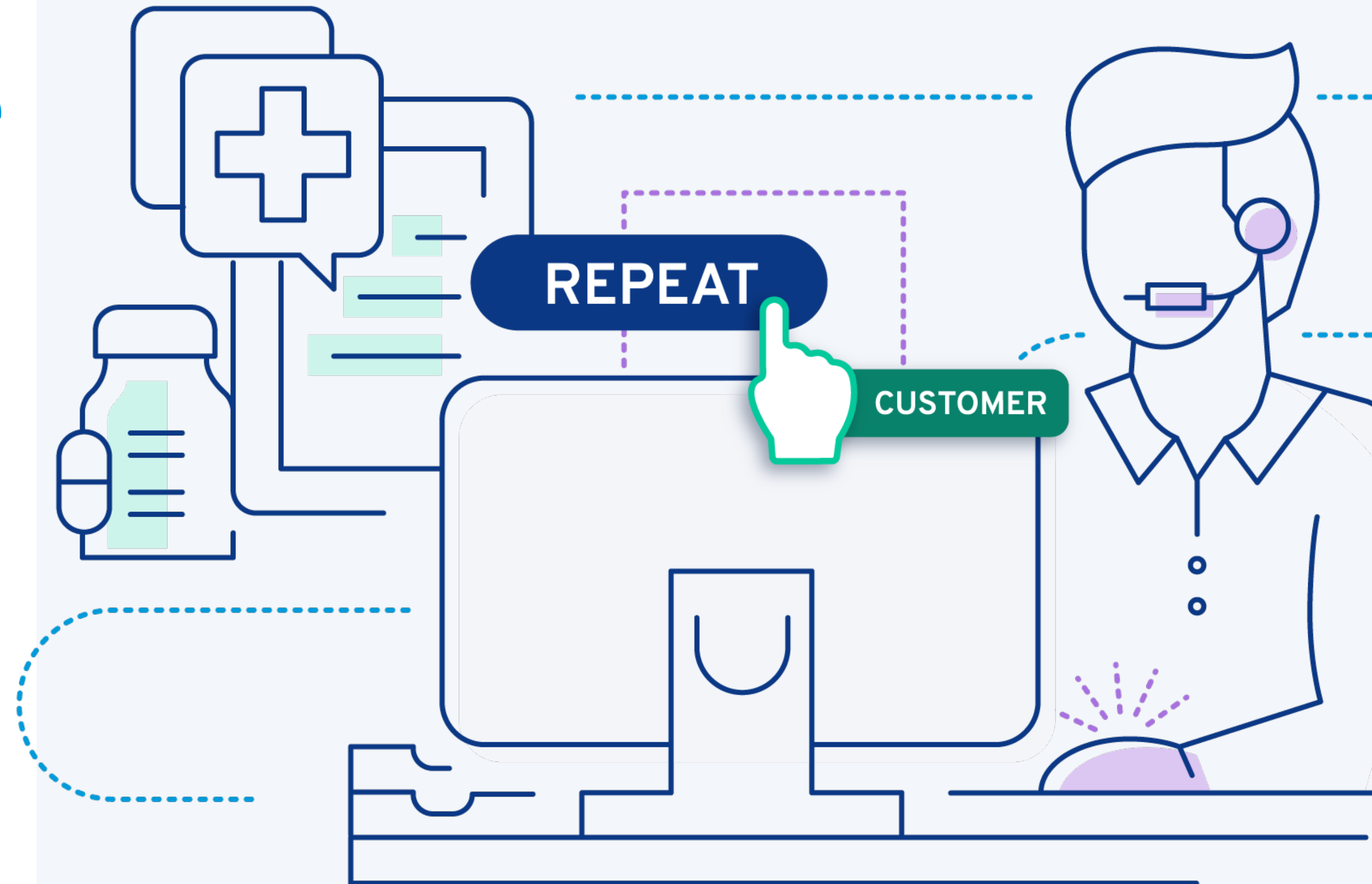


# Unexpected CX benefits healthcare can glean from other industries

Healthcare is a unique industry. Improving the bottom line is important — but we're not talking about selling handbags here.

We're talking about people and their wellness, or serving healthcare organizations through mission-critical software, devices and services. There are nuances that don't exist in other

businesses, but that doesn't mean we can't learn from them. Here are some surprising benefits of CX that healthcare can learn from others.





# Increased loyalty

In today’s digital age, if a customer is unsatisfied, they can turn to your competitor in just a few clicks. This isn’t only in ecommerce, it’s also true in healthcare. As regulations have relaxed, patients have more options in healthcare than ever before. When you provide a frictionless experience, they have no reason to leave.

Emotions drive purchasing decisions — this is a truth that has caused marketers to invest heavily in extensive research to understand what makes their customers tick. When making a purchasing decision as important as caring for yourself or a loved one, emotions play a huge role. It’s the reason soft skills and bedside manner are so important for care providers. And it’s the reason investing in CX can lead to improved loyalty.

# “Upsell” opportunities

Depending on your business, the word “upsell” doesn’t always feel fitting for healthcare. In software and medical devices, it’s easy to understand the concept of upsell. But when it comes to patient-facing organizations, where an “upsell” can help drastically change a patient’s life, it’s not about closing a deal — it’s about improving or even saving lives.

For example, over half of adults with a mental illness aren’t receiving treatment. Even for patients who have health insurance, finding a provider, confirming their benefits, and getting into an office can prevent

them from getting the support they need. CX can help remove barriers to treatment and make it easier for more patients to get the care that they need.

Mental health isn’t the only application. As healthcare organizations shift to patient-centered care models, it’s crucial that patients get the right care at the right time to improve outcomes. Services like telehealth are breaking down barriers and creating greater access to care. Through effective CX strategies, customers can quickly and easily get the care they need.

Pamela is a patient who visited her primary care physician for a physical. During this exam, her physician spotted warning signs for mental distress. She recommended that Pamela see a mental health professional. Following her appointment, Pamela received a message in her patient portal. There’s a therapist in her network with availability.

This therapist accepts her insurance and is available via telehealth — all she had to do was click a few buttons and schedule her appointment! The process that could’ve been overwhelming was simple and painless, and Pamela is now getting the support she needs.



EXAMPLE



# Higher employee satisfaction

A recent study found that 79% of employees at companies with “significantly above average” CX consider themselves “highly” or “moderately” engaged. Only 49% of employees at companies with “average” or “below average” CX said the same.

Burnout is a huge issue healthcare leaders are facing today. CX leaders focus on the customer experience, but improving the employee experience is an added and unexpected bonus — a bonus that is especially needed in healthcare now.

It only makes sense. Happier customers and patients lead to happier employees. Happier employees create better customer interactions. A win-win.

Oh, and companies that have both high employee experience (EX) and high CX experience have almost double the revenue growth as those that do not. Win-win-win.



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# Improved reputation

The digital transformation has shifted the balance of power. Brands used to have one-way communication with customers through traditional advertising. Now, customers have a world of information at their fingertips, and they use it to their advantage. Nine out of 10 consumers read online reviews, and nearly half of all consumers consider positive reviews one of their top three purchase influences.

You can see this clearly in ecommerce as brands have worked to increase their ratings and gain positive reviews. Healthcare organizations need to follow their lead, as reputation is equally if not more important in the healthcare industry.

The good news is that most patients leave positive reviews — you just have to give them a positive customer experience (and an avenue like Google to post a public review).

- **90% of patients** use online reviews to evaluate physicians (a huge jump from only 25% in 2013)
- **71% of patients** use online reviews as their first step in finding a new doctor
- **94% of patients** look at the reputation of facility when looking for a hospital.
- **77% of patients** used search prior to scheduling an appointment





# Measuring CX success: defining & determining your KPIs

There are several ways to quantify your CX success. Gartner® identified the top 10 metrics companies from various industries use for measuring CX, as shown in the chart below.\*



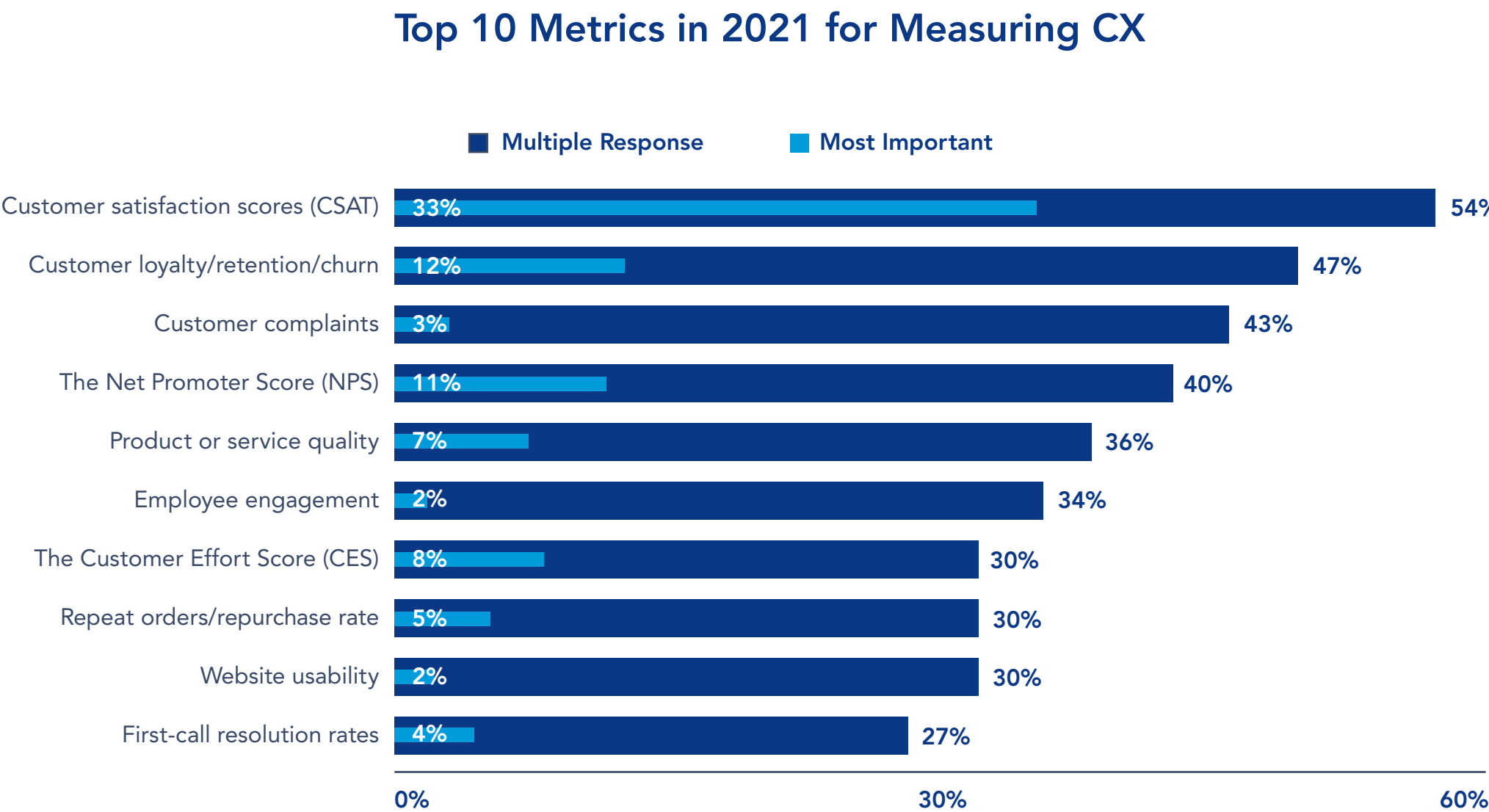


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Some of these KPIs are less meaningful than others when applied to healthcare, depending on your organization. For example, “repeat orders/repurchase rate” is not the best KPI for a hospital following a patient-centered care model, when repeat visits aren’t a sign of success. And loyalty may be meaningful to a family care clinic, but not so much to an insurance company. Many customers’ insurance is tied to their employer (so it’s not their choice), and they are also often locked into annual plans.

When defining and determining your CX KPIs, it’s important to align them to your healthcare organization’s unique goals that map to parts of your customer’s journey. Below is a list and brief description of common CX KPIs used by healthcare organizations.



Common CX KPIs for healthcare organizations:

- **First experience resolution**  
The percentage of customer issues successfully resolved on their first interaction with your company.
- **Call handling time**  
The time customers actually spend on the line when they call your contact center (read more on call center metrics here). Depending on your service, shorter call handling times or longer ones (meaning more consultation) could be a KPI.
- **Customer satisfaction scores (CSAT)**  
Measured through customer satisfaction surveys.
- **Net Promoter Score (NPS)**  
A measurement of customer loyalty, also collected via survey.
- **Employee engagement**  
How satisfied employees are with their jobs or how likely they are to recommend their employer to a friend.



# Technology with empathy

New technologies have enabled healthcare organizations to deliver automation at scale, but some are leaving behind a critical element: empathy.





# Introducing the Guided Customer Experience

Healthcare customers expect more from their online experience, but they still expect compassionate, human service. Bots are helpful, but they haven't replaced humans. Websites can be powerful, but so are relationships. Technology and empathy are not opposing forces. In fact, empathy should be the heart of digital CX.

Research from Harvard Business Review reveals that an emotional connection matters more than customer satisfaction. We all want satisfied customers, but their research concluded that emotionally connected customers are more than twice as valuable as highly satisfied customers.

## How empathy can shine through technology:

- **Thoughtful micro-details** across your website to show that someone cares
- **A thought-out user experience** that makes your website as friction-free as possible
- **Transparency and easy access** to personal data and information
- **Personalized follow-up** through email or texts
- **Personal customer service through human-to-human support (Guided CX)**  
Read the Top 5 Reasons to Humanize Online Healthcare With Visual Engagement Today



Emotionally connected customers are more than twice as valuable as highly satisfied customers.





GET STARTED

# Why Glance is different...



**A frictionless experience for your customer**

Provides a seamless, branded Guided Customer Experience that requires no downloads and launches in under 5 seconds.



**And frictionless for your subject matter expert, too**

Glance easily integrates with any CRM, agent desktop or contact center tech. Sharing sessions are automatically logged in your CRM for measuring impact on KPIs.



**Protected by state of the art security for customer trust (and regulator reassurance)**

Sensitive information is automatically masked, so your experts never see what they're not supposed to. Glance passes every InfoSec audit.



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

1 888 945 2623  
+1 781 316 2596 (International)  
[hello@glance.cx](mailto:hello@glance.cx)