PegaWorld**iN**spire

JUNE 9-11, 2024 | LAS VEGAS

Elevating Customer Service:
How Elevance Health & Virtusa Used Pega VoiceAI to Drive Efficiency and Savings

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Elevance Health

virtusa
Engineering First

Private
BPEA EQT
Asia Partner

18.3%
FY23 YoY growth

90%
NPS scores that
fall in the 90th
percentile

250+
Clients

30,000+
World class
professionals

25 | **50+**
Countries | Locations

Virtusa is a fast-growing digital engineering and technology services company, helping to reimagine & redefine business models to deliver e2e Digital Transformation

Industry Recognition

PEGA

Won Partner Innovation and Industry Excellence Award for 2022 & 2023

Recognized as a winner for 'Industry Excellence' for the Appeals & Grievances process in 2022

aws

The only AWS Partner in the world to win two Global awards at AWS re:invent 2022

Data and Analytics Partners of the Year ; Industry Partners of the Year

Azure

Recognized as the U.S. Partner of the Year 2024 for Azure Modernizing Applications underscores its dedication to enhancing businesses with modernized apps and accelerating digital transformation progress.

//CODiE//
2023 SIIA CODiE WINNER

Artificial Intelligence Solution in Healthcare at the 2024 SIIA CODiE Awards

Great Place To Work

Earns 2024 Great Place To Work Certification

GOLD 2023 ecovadis Sustainability Rating

Newsweek: Americas most responsible companies

nasscom

Won an excellence award for Leveraging Cloud for Operations

virtusa Engineering First

Virtusa is truly differentiated in our Pega prowess

Pegasystems Innovation Partner of the Year for Healthcare for three consecutive years!

3500+ Pega experts

210+ Global Pega Customers

21+ Years of delivering Pega programs

300+ Implementations

75+ Modernization/ upgrade programs
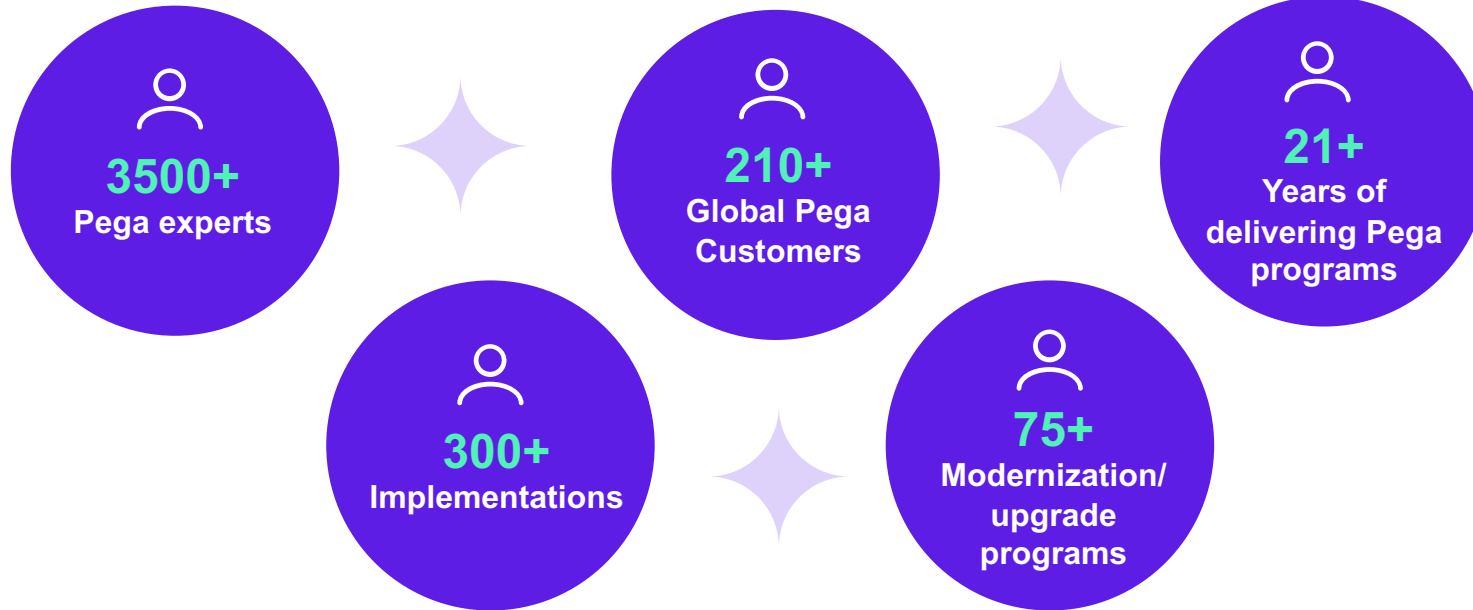
We partner with our clients to reimagine enterprises and industries

⭐ Best-in-class digital engineering services

⭐ Access to proprietary in-house technology solutions

⭐ Domain expertise in every engagement

⭐ Accelerated Executions for timely and impactful delivery

Global Elite Partner

Partner of the Year for Modernization
-Awarded at PegaWorld iNspire'22

Always on the Innovation Bleeding Edge
Pega's Engineering Partner and Guinea Pig

Our clients who thrive with our Pega expertise

FORRESTER
"Virtusa is a technology and delivery rock star"
Virtusa named as a **Leader** in the Forrester Wave for **DPA, Q3 2022**
"Virtusa's delivery methodology is strong"

Gartner
Virtusa positioned as a Large Provider of Hyperautomation Consulting, Implementation & Managed Services by Gartner
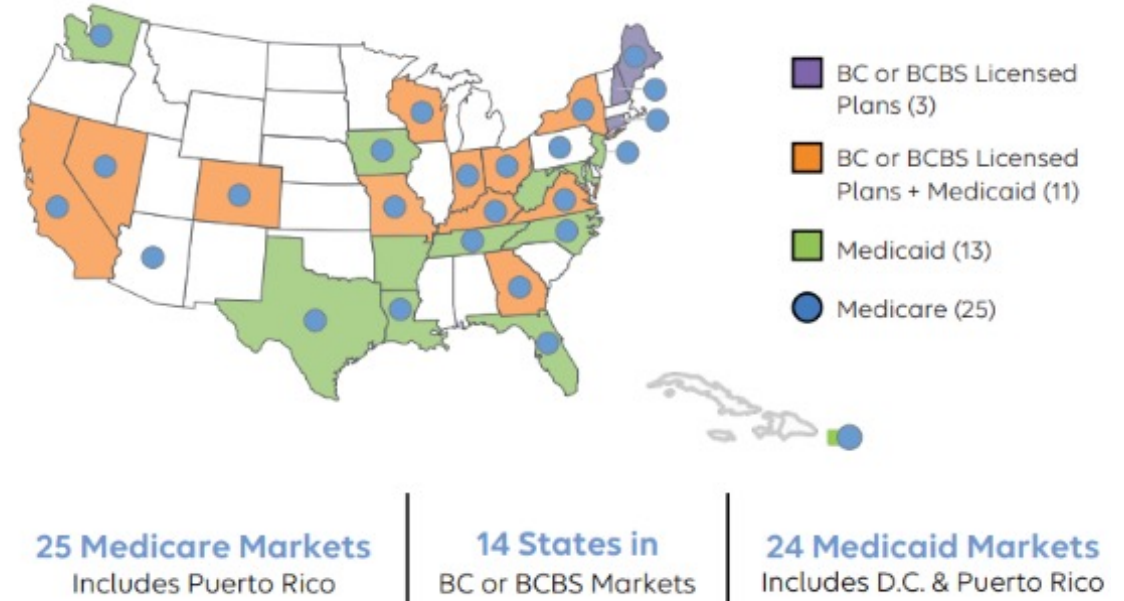
Everest Group
Virtusa positioned as a Leader in Everest Group Pega Services PEAK Matrix® Assessment 2022 report

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Elevance Health

Elevance Health is a lifetime, trusted health partner whose purpose is to improve the health of humanity. The company supports consumers, families, and communities across the entire healthcare journey – connecting them to the care, support, and resources they need to lead better lives.

Elevance Health's companies serve approximately **115 million consumers** through a diverse portfolio of industry-leading medical, pharmacy, behavioral, clinical, and complex care solutions.

■ BC or BCBS Licensed Plans (3)

■ BC or BCBS Licensed Plans + Medicaid (11)

■ Medicaid (13)

● Medicare (25)

25 Medicare Markets
Includes Puerto Rico

14 States in
BC or BCBS Markets

24 Medicaid Markets
Includes D.C. & Puerto Rico

Three Core Go-To-Market Brands

Anthem Blue Cross and Blue Shield
Affiliated Health Plans in 14 States

Carelon
Solving Healthcare's Most Complex Challenges

Wellpoint
Affiliated Health Plans & Specialty Companies

Anthem.com   Carelon.com   Wellpoint.com

74,611 U.S. Associates

104,515 Global Associates
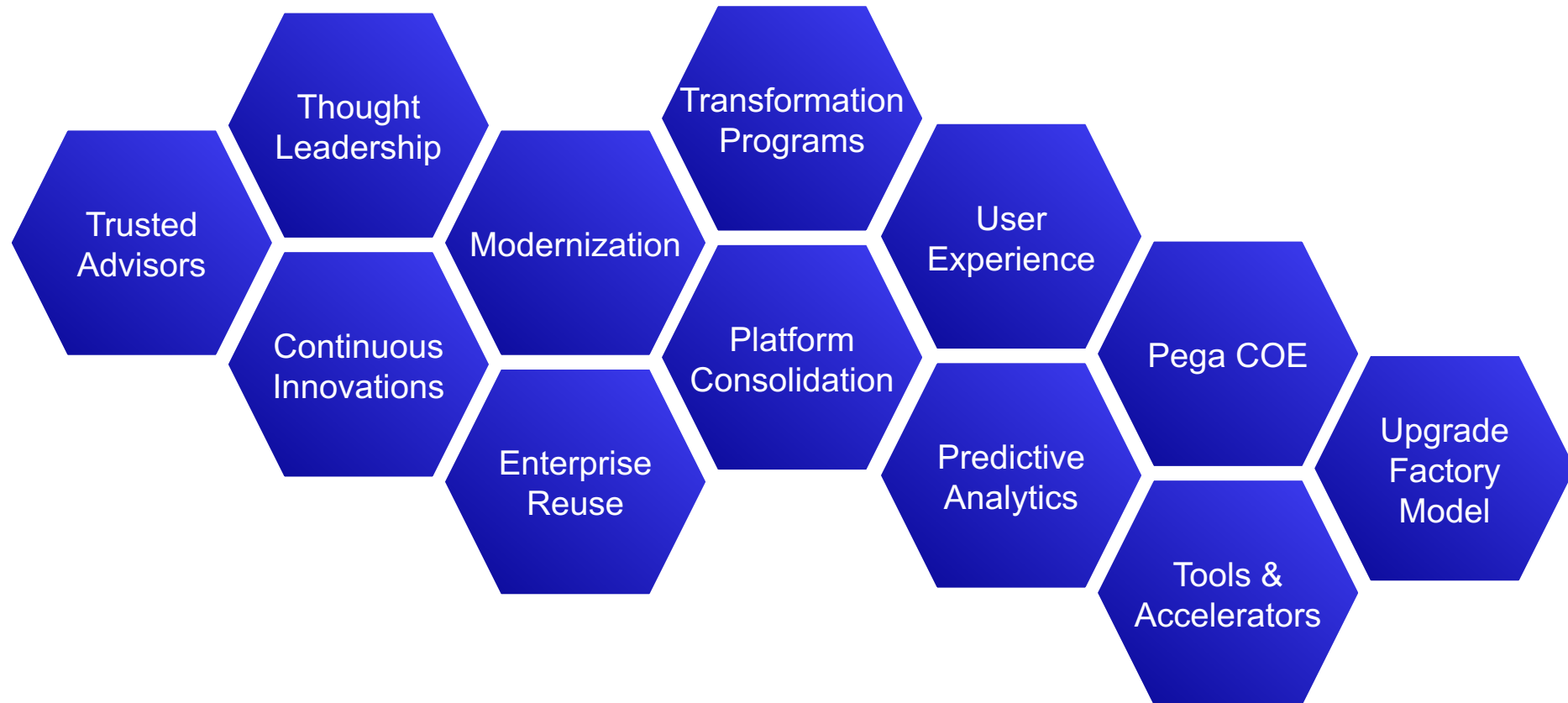
Contact Center Ecosystem

The Contact Center Ecosystem encompasses the interconnected network of **technologies**, **processes**, and **people** that facilitate communication between an organization and its customers.

Serves as the central hub for customer interactions across various channels, including phone calls, emails, chats, and more.

Key Drivers of Contact Center Ecosystem

- Customer Engagement
- Omni Channel Support
- Data & Analytical Insights
- Operational Efficiency
- Member & Agent Satisfaction

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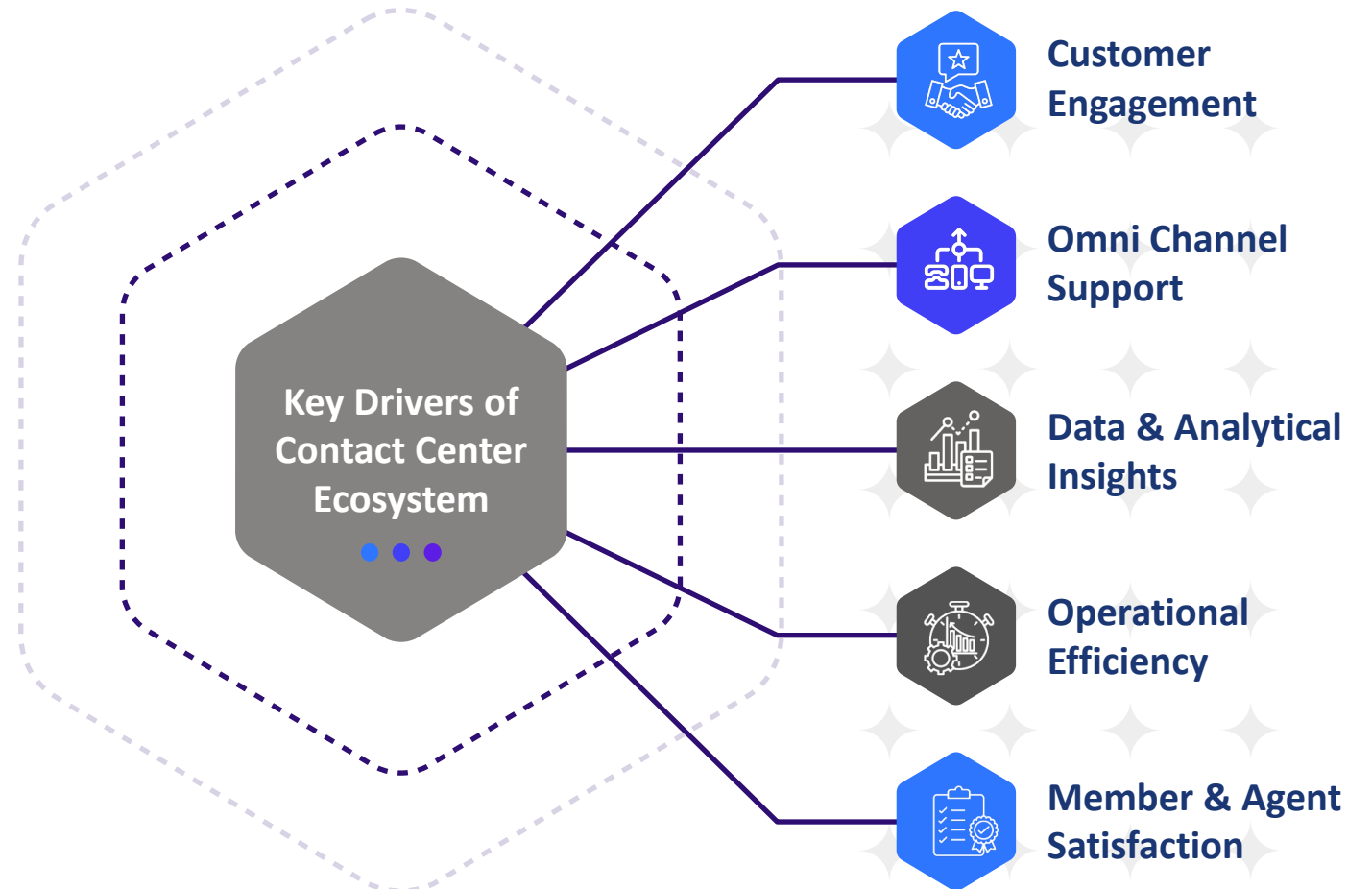
Key aspects, that have an impact on Agent Experience

Access to right KM Resources

Script Adherence & Compliance

Data Interpretation & Recommendations

Data Quality

Repeated Request for Similar information

How did we elevate the Agent Experience?

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Pega Voice AI: Transforming Customer Service through Real-time Insights & Automation

Pega Voice AI is an intelligent AI based voice recognition system that integrates seamlessly with existing contact center infrastructure, transforming traditional voice-based customer service by providing real-time insights, automating processes, and improving agent efficiency.

The solution leverages **machine learning** and **natural language processing** models to enhance customer interactions. It analyzes **spoken language**, converts it to text, and provides **actionable insights** to agents during customer interactions.

Speech-to-Text Analytics

- Converts spoken words into written text for analysis and reporting.
- Enables data-driven decision-making.
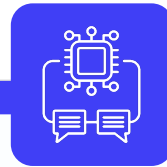
Natural Language Processing

- Understands and interprets customer queries, even in complex or colloquial language.
- Delivers real-time data extracted from a live conversation.

Real-time Insights

- Suggested Intents & Next Best Actions
- KM Article Recommendations
- Access to Live Transcript
- Automated Form Filling

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How Pega Voice AI drives Efficiency, Savings & Improved Agent Experience

Intent Tasks

Listen, identify and present the next best action

Form Filling

Capture and fill in form details automatically

KM Articles

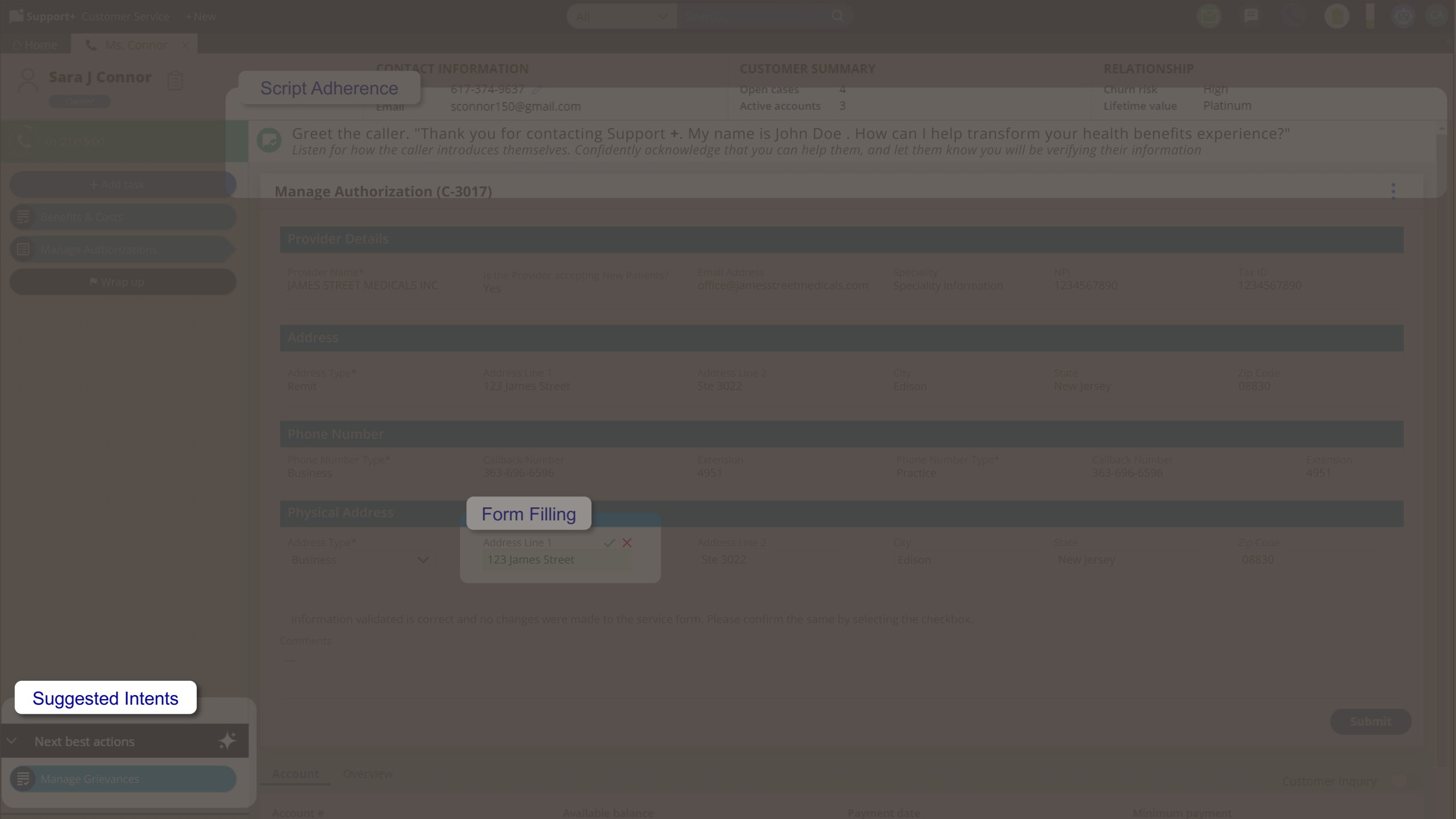Listen, find and present the best knowledge article

Script Adherence

Ensuring HIPAA compliance steps are followed

Post Call Transcript

View call transcript after wrap up with option to download

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Home   Ms. Connor

Sara J Connor
Owner

01/21/15:00

+ Add task

Benefits & Costs

Manage Authorizations

Wrap up

Suggested Intents

Next best actions

Manage Grievances

CONTACT INFORMATION

617-374-9637
Email   sconnor150@gmail.com

CUSTOMER SUMMARY

Open cases   4
Active accounts   3

RELATIONSHIP

Churn risk   High
Lifetime value   Platinum

Script Adherence

Greet the caller. "Thank you for contacting Support +. My name is John Doe . How can I help transform your health benefits experience?"
Listen for how the caller introduces themselves. Confidently acknowledge that you can help them, and let them know you will be verifying their information

Manage Authorization (C-3017)

Provider Details

Provider Name*   Is the Provider accepting New Patients?   Email Address   Speciality   NPI   Tax ID
JAMES STREET MEDICALS INC   Yes   office@jamesstreetmedicals.com   Speciality Information   1234567890   1234567890

Address

Address Type*   Address Line 1   Address Line 2   City   State   Zip Code
Remit   123 James Street   Ste 3022   Edison   New Jersey   08830

Phone Number

Phone Number Type*   Callback Number   Extension   Phone Number Type*   Callback Number   Extension
Business   363-696-6596   4951   Practice   363-696-6596   4951

Physical Address

Form Filling

Address Type*   Address Line 1   ✓ ✗   Address Line 2   City   State   Zip Code
Business   ⌄   123 James Street   Ste 3022   Edison   New Jersey   08830

Information validated is correct and no changes were made to the service form. Please confirm the same by selecting the checkbox.

Comments

Submit

Account   Overview

Account #   Available balance   Payment date   Minimum payment

Customer Inquiry

Approach taken to make Pega Voice AI a reality.

Voice AI Feature Evaluation

Use Cases Vs product capabilities mapping

Product Capabilities
- Real-time Insights
- Natural Language Processing
- Speech-to-Text Analytics

Use Cases
- Suggested Intents
- Knowledge Suggestion
- Form Filling
- Script Adherence

Infrastructure Assessment

- Voice AI can be used only with softphone.
- **Voice AI Desktop (VAD)** requires user permissions for access to Microphone & Audio devices.
- Voice AI requires separate nodes to support Real-time Data Flows and Queue Processors.

Constraints

- VAD is compatible with Windows machines.
- Knowledge Suggestion feature only works with Pega KM Framework.
- Form Filling does not support Radio Button & Checkbox controls.
- Voice AI does not support Citrix/VDI.
- Voice based workflow automation is not supported through Voice AI.
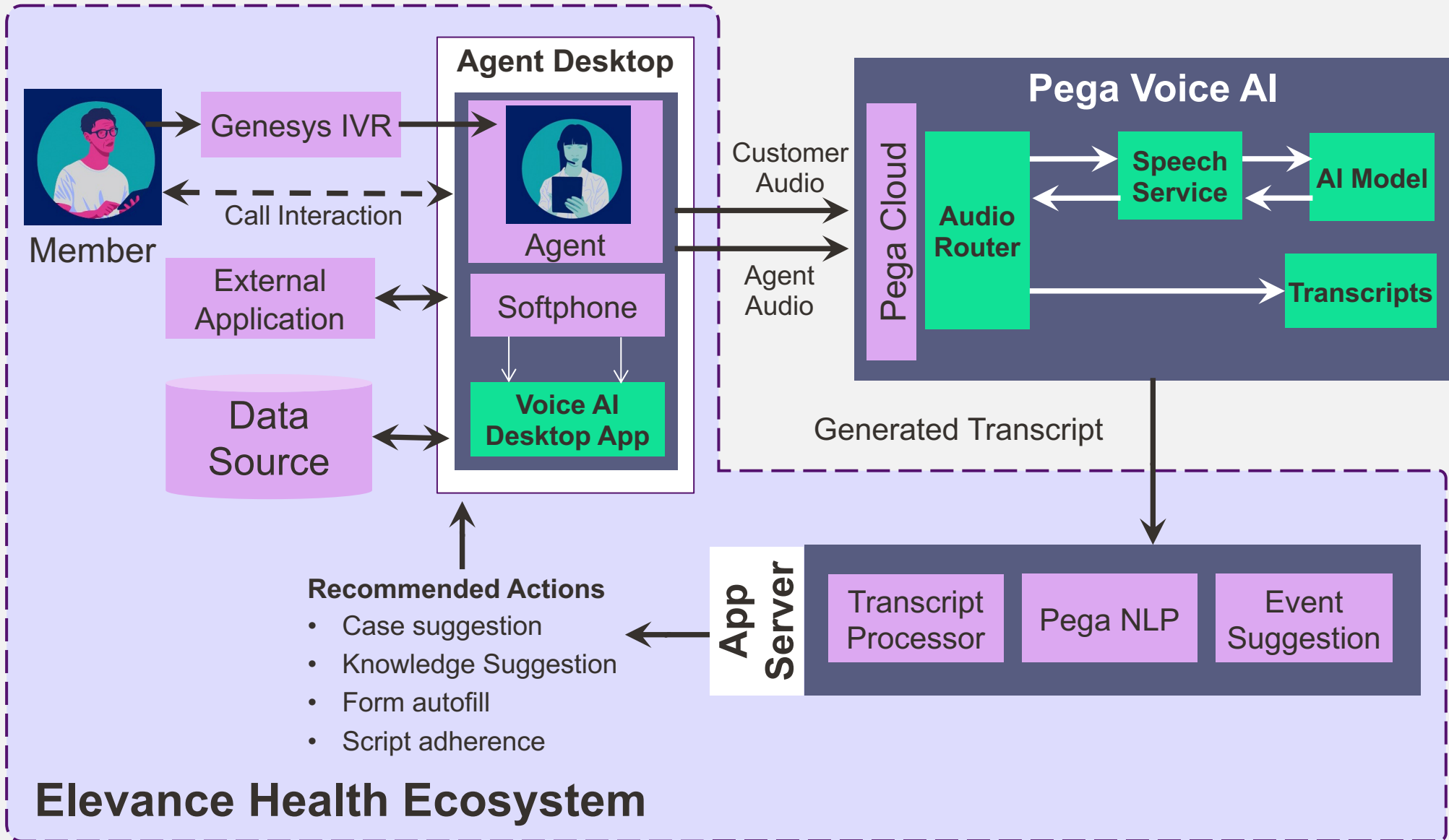
Aligning Ecosystem to Product

- App Infrastructure Readiness
- VAD integration
- KM Configuration
- Channel Configuration
- Entity & Topics Configuration

POC Use Case Implementation

Implemented the **Form Filling** Use Case for Claims Workflow as a Proof of Concept to evaluate the **Voice AI feature** and **validate** the **accuracy** & **quality** of the data captured.

Platform Upgrades

Utilize the latest version of Pega

Applications needed to be upgraded to a minimum of 8.6 to leverage the capabilities of Voice AI & enhanced machine learning models from 8.8 onwards for better intent & KM articles.

VAD Application

Voice AI Desktop Updates

Regular updates to the VAD Application to ensure, the latest features of Voice AI Desktop Application and Pega Platform work seamlessly.

Understanding Dialects

Entity Detection Accuracy Improvement for Diverse Dialects

Understanding diverse member expressions is key to effective entity detection across markets.

Rollout Strategy

Pilot Rollout Strategy

Streamlined onboarding of pilot users with Skill-Based User Control for Voice AI, eliminating the need for specific Access Groups and reducing maintenance effort

User Adoption

Adoption & Training

On-site training by a Voice AI specialist boosted agent confidence and adoption, highlighting Voice AI benefits as a workflow co-pilot.

Outcomes

10%
Reduction of manual steps through Suggest Intents & KM Articles

25%
Reduction in System Handle Time through Form Filling

80%
Accuracy in Detection & Form Filling

10%
Talking Points Improvements through Script Adherence

90%
Improvement in Agent Behavior

Feedback

*"The agents were very excited that this will "**go home with them**"*

– GBD Staff VP's Feedback

"This was a very positive launch. Very natural and no issues experienced with AI. This was truly the easiest launch in the 7 years I have been here"

– Customer Care Rep

"I love the new tool; it's cool and exciting and will help our fingers."

–Customer Care Rep

"I really love the suggestions that pull up. Look forward to when it can suggest ALL KM articles."

– Customer Care Rep

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Future of Contact Center

Q&A

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