Gridspace x The Medicare Club

Grace brings standardization and cost savings to Medicare startup

Client
The Medicare Club is a healthcare startup that helps seniors enroll in Medicare and automate insurance management. They specialize in guiding individuals 65 and older through the complexities of Medicare to ensure they get the coverage they need, minimizing the need for frequent plan changes.

Challenges
The Medicare Club was searching for a long-term solution that could handle outbound calling and scale with them as their business expanded. They needed a solution to engage large numbers of potential customers, qualify them, and then transfer them to an agent to close the deal. After evaluating multiple options, they discovered Grace AI from Gridspace.

The Medicare Club needed a solution that met strict criteria:

✓ Maintaining customer satisfaction while employing cost-saving automated features.
✓ The Medicare Club’s clientele are elderly individuals, so their AI solutions needed a clear, understandable voice that could easily communicate over the phone.
✓ Includes built-in autodialer.
✓ Standardize routine inquiries and tasks.
✓ Simple to onboard and customizable to their business.

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Why Grace?
Grace is a virtual agent with all the conversation skills of a top-performing contact center agent. She is the most advanced conversational AI around. Free-flowing communication is her specialty. She can answer questions, manage customer data, collect payments, and respond to callers in real-time.

Notable features
- Grace can handle over 50,000 concurrent conversations per deployment.
- Enhanced customer experience through natural, friendly conversation.
- Grace integrates with top business tools and can automatically sync information collected during calls.
- Rapid onboarding: Grace can be trained using existing documentation, procedures, and website content.
Grace streamlined The Medicare Club’s customer acquisition process
During a short onboarding period, The Medicare Club customized Grace to fit its business needs. After she learned about their business, Grace effectively automated outreach and seamlessly moved interested parties down The Medicare Club’s sales funnel.

In less than a month, Grace was handling the bulk of Medicare Clubs’ outbound dials.

Long-term benefits of Grace

Standardization
Grace standardized The Medicare Club’s outbound calling processes, ensuring consistency and efficiency in every customer interaction, leading to reliable outcomes.

Cost Savings
Grace significantly reduced The Medicare Club’s acquisition costs by automating tasks and minimizing reliance on expensive human agents, allowing for more efficient resource allocation.

Increased Flexibility
Grace’s flexible framework allows The Medicare Club to test, adapt, and optimize quickly through customizable workflows and adaptable AI capabilities.

Measuring success
The Medicare Club conducted an analysis of customer interactions with Grace to gauge her effectiveness.

Results:

- 23% of calls where Grace spoke to a prospect resulted in a successful conversion
- 78% of answered calls were handled by Grace in under two minutes
- 17% of answered calls were completed between 2 and 5 minutes
- 5% of answered calls featured Grace in conversation with prospects for 5+ minutes

Hear the difference for yourself

Start your own conversation with a Grace bot that’s been trained in medical triage. Visit gridspace.com to have a conversation with Grace.