One of the nation's leading health insurance providers wanted to explore if they could leverage Gridspace's AI contact center agent, Grace, to handle high call volume without sacrificing customer satisfaction.

After testing the technology and collecting survey data, they were delighted to find that Grace could not only increase the efficiency of their contact centers but that the majority of their customers preferred Grace to other virtual agents and even human agents.

**Client**

One of the nation's largest health insurance providers, serving millions of customers, relies on a combination of human customer service agents and virtual interactive technology to respond to requests and escalate high-priority issues. Like most companies, they are interested in finding the right communications technology that will enable them to save money on call center expenses without sacrificing customer experience.

**Challenges**

- Human operators were needed to handle multiple tasks:
  - Scheduling or changing appointments
  - Obtaining authorizations
  - Paying or negotiating bills
- Bringing on additional operators to deal with times of high demand was costly.
- High turnover rate of human operators.
- Need for efficient handling of routine inquiries and tasks.
- Increasing demand for automated solutions to alleviate pressure on staff and streamline operations.
- Maintaining customer satisfaction while employing cost-saving automated features.

**Solution**

The health insurance provider partnered with Gridspace to implement Gridspace Grace, an AI-powered voice bot designed to handle customer interactions naturally and effectively.

**Why Grace?**

Grace is an AI phone agent that processes billions of call minutes each year. Grace's unique feature set allows her to significantly outperform other automated telephone agents. In fact, Grace's natural speaking pattern and ability to hold free flowing conversations put her on par with the best human agents.

**Notable features**

- Grace can handle over 50,000 concurrent conversations per deployment.
- Enhanced customer experience through natural, friendly conversation.
- Increased efficiency in handling outbound calls and completing symptom checking and health risk assessments.
- 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.
Measuring success
To track success, the client invited 198 customers to interact with Grace and provide answers to a survey. They were presented with a series of questions that asked them to compare their experience with Grace to interactions they had experienced with other automated customer service agents and human agents.

The survey revealed overwhelmingly positive responses to Grace:
Respondents reported that Grace sounded like a real person and even preferred Grace over real humans as a symptom checker and to give health risk assessments.

- 72% said they believed Grace sounded more human than another leading enterprise voice provider
- 85% said they wanted to speak to Grace the next time they called and would trust Grace to answer questions about medications and make future appointments
- 87% of respondents were somewhat to extremely likely to respond to an outbound call from Grace asking them to participate in a symptom checker
- 86% were willing to complete a health risk assessment

Key takeaway
Grace exceeds customer expectations in providing accurate, empathetic, and efficient service.

The survey results strongly support using Grace in medical call centers. Participants overwhelmingly accepted Grace, with the majority expressing trust in her ability to manage sensitive information. Her human-like voice and natural conversational style make interactions comfortable and reassuring, qualities that are crucial when dealing with health concerns. Moreover, respondents preferred Grace over other virtual agents and human operators for tasks such as symptom checking and health risk assessments, highlighting her effectiveness and reliability.

Grace’s ability to handle high call volumes efficiently without compromising customer satisfaction makes her the obvious choice for any healthcare provider looking to enhance patient experience.

Hear the difference for yourself
Start your own conversation with a Grace bot that’s been trained in medical triage.

Grace Improves Over-The-Phone Customer Service for a Leading Health Insurance Provider