

CASE STUDY

Health insurance leader discovers that Gridspace Grace outperforms humans, other virtual agents

Gridspace Grace came out on top as the preferred choice when compared with other voice assistants, an extensive survey has revealed.

In fact, respondents were so impressed by the industry-leading virtual assistant that a majority said they rated Grace's performance higher even than that of human assistants.

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 not only allow them to save money on call center expenses but also to provide the best possible customer experience.

Business challenge

Healthcare organization (HCO) employees routinely complete tasks such as scheduling or changing appointments, obtaining authorizations and paying or negotiating bills—all of which require a considerable amount of time on the phone. Outsourcing this work adds cost at a time when organizations are already experiencing severe labor shortages and high staff turnover. These days, many routine questions and tasks can be answered by automated voice systems and either resolved or routed to a live person.

But what if companies could leverage automated voice system technology while providing a more human-like experience—how would their customers react? The health insurance company sampled Gridspace Grace to find out.

Solution

The health insurance company worked with Gridspace to conduct a survey in which 198 of its customers were invited to interact with Gridspace Grace, a task-specific voice bot that can handle customer interactions in a natural and friendly way. They were presented with a series of questions that asked them to compare their experience with Grace to interactions they had experienced with live personal assistants or call center systems (interactive virtual response bots). Their response to Grace was overwhelmingly positive.

- More than 80% of the participants were willing to try Grace technology, and as many as 21% were more interested in talking to Grace than they were to a traditional call center system.
- After listening to Grace, when asked how human-like the voice assistant sounded, respondents reported that it "sounded human" and like a "real person." They also noted that Grace had a pleasant voice and used good syntax. In fact, 72% said they believed Grace sounded "more human-like than another leading enterprise voice provider."
- When asked to rate their interest in making a call to a voice assistant at a doctor's office to answer common

questions about medications or future appointments, 85% said they were somewhat or extremely likely to be interested in Grace as a symptom checker.

- Another 86% said they would be somewhat to extremely interested in making a call to Grace technology to complete a health risk assessment.

Gridspace Grace doesn't only respond to customer requests, it can also make outbound calls, saving businesses time and money. To gauge customer reaction, respondents were also asked to rate their interest in receiving an outbound call from Grace to update their medical histories.

- 87% of respondents were somewhat to extremely likely to respond to an outbound call that asked them to participate in a symptom checker, and 86% were willing to complete a health risk assessment.

Grace also beat out other virtual voice assistants in the survey, with respondents preferring it to respond to as both a symptom checker and a health risk assessment. Even more surprisingly, respondents narrowly preferred Grace over human assistants by 10% and 6%, respectively.

Lead with Grace

The survey results further validate the significant research and technology investments Gridspace has made to Grace, making it a preferred solution for health insurance companies and healthcare organizations throughout the country.

Gridspace Grace has the potential to elevate your customer service from hello to goodbye, thanks to its ability to engage callers in natural, friendly conversation. By providing a

superior voice experience and responding to requests immediately and accurately, Grace can help you build trust with customers and yield higher call resolution rates.

Best of all, companies can better understand the issues their customers are mentioning the most. By pairing Grace with Gridspace Sift, a call analysis tool, you can monitor calls in real time, access call transcripts and make queries. As you gain insights from customer interactions, you can make data-driven decisions related to your products and services.



**Listening is believing.
Experience Grace
for yourself.**

Start your own conversation with Grace and discover a voice experience unlike any other.

TALK TO GRACE NOW

About Gridspace

Gridspace was formed in 2012 as a collaboration between SRI Speech Lab (the lab behind Siri and Nuance) and a team of designers and engineers. State-of-the-art software makes it easy for contact centers and developers to automate calls, understand customer requests, synchronize agent responses and drive successful outcomes. Square, Redfin, USAA and Optum, among others, use Gridspace for their voice workloads. To learn more, visit [gridspace.com](https://www.gridspace.com).



Grace is a proven technology that processes billions of call minutes each year.

Grace can handle over 50,000 concurrent conversations per deployment.

Grace clients include Optum, Memorial Hermann and Square, to name a few.