



Payer Sales Central

Payer Central Sales is a conglomerate of AI-enabled assets curated and designed to assist payers increase revenue across lines of business by reducing cost of sales through automation across the sales lifecycle. All of these assets can empower teams to deliver a fast, seamless, and tailored client experience, while creating efficiencies and insights that free up capacity and enable an accelerated time to market.

ASSETS

Payer Sales Central – Commercial

Health insurance sales solution that packages capabilities across the sales lifecycle to elevate the human experience and provide intelligent way of sales.

Personas

- Sales Rep: Work closely with brokers to quote products and submit for underwriter approval.
- Underwriter: Review quoted products and run rating models to finalize / approve quote.
- Product Manager: Manage product definition and modify based on client & organization needs.
- Case Install Rep: Gathering & validation of customer data for faster group setup & installation.
- Employer Admin: Manage onboarding & admin functions via seamless collaboration with Payer.

Payer Sales Central – Medicare

Enables effective, streamlined and complete Medicare lifecycle from customer outreach to enrollment in a centralized CRM platform.

Personas

- Field /Telesales Rep: Seamlessly navigate customer interactions and qualify more leads.
- Prospect Customer: View educational content and personalized plan recommendations to easily complete an enrollment application.
- Marketing: Effectively generate and nurture new leads via automated customer journeys.
- Enrollment Specialist: Complete timely review & seamless processing of enrollment applications.

Payer Sales Central - Broker Sales

Enables brokers to get access to AI-enabled insights that provide complex answers at their fingertips and make them more effective in closing sales.

Personas

- Broker: Leverage AI-enhanced self-service capabilities to effectively manage their Book of Business.

BENEFITS



Faster and more efficient interactions between team members that typically use different systems



End to end integration from quoting to member enrollment enables a seamless customer experience across channels



Automations and insights through AI accelerate processing times & help users focus on critical value-add functions



Simple User interface enables effortless collaboration between Brokers, Sales & Marketing teams, and Customers



Centralized workflow and decision tracking gives key players visibility into process progression



Enhanced Self-Service capabilities allow for increased efficiency in daily operations and more high-value interactions

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