Healthcare leader saves €1.8M with AI-powered omnichannel strategy

Client profile

A Latin American leader in healthcare and insurance, the client delivers medical and support services across regulated markets with a strong commitment to accessibility, quality, and customer trust. Known for its commitment to patient well-being, the organization set out to modernize its service model, enhancing customer experience without losing the human touch.

Business challenges

As demand surged across key markets, the client's service model struggled to scale. Interactions were growing, but most were handled manually. The result: rising costs and limited visibility into how customers were feeling or where the system was falling short.

HIGH CX EXPERT DEPENDENCY

Most interactions relied on live TP experts, driving up costs and slowing service.

ASSISTED WORKLOADS

There was a lack of digital tools in place to handle routine tasks like medical confirmations or appointment bookings.

CUSTOMER MANAGEMENT

The TP experts couldn't track or respond quickly to shifting customer needs.

Solutions implemented

In partnership with TP, the client co-designed an AI-powered digital transformation strategy centered around intelligent automation, omnichannel orchestration, and expert enablement.

SELF-SERVICE AT SCALE	OMNICHANNEL ORCHESTRATION	REAL-TIME EXPERT TOOLS	ANALYTICS THAT FUEL ACTION
AI-powered self-service tools handled over 79,000 interactions in six months—automating routine requests like affiliations, sick leave verification, and insurance validation.	Integrated voice and digital capabilities connected journeys across channels, enabling customers to get help however and whenever they needed it.	Real-time AI-knowledge and context tools equipped TP experts with the information, speed, and confidence to resolve issues faster—with more efficiency and accuracy.	Advanced analytics and predictive models surfaced actionable insights from chat and voice data, helping the client adapt quickly and continuously improve service quality.

Real results

The AI-powered omnichannel transformation improved efficiency, enabled the team to manage higher volumes, and supported new business—all while maintaining the same headcount and generating significant cost savings. By combining smart automation with expert support, the client strengthened operations without compromising quality.

€1.8M SAVED ANNUALY IN OPERATIONAL COSTS

Period analyzed: 12 months