



Healthcare CX Modernized:

20% Automated.

30% Reduced Cost.

Transforming
Member Support
Through Automation,
AI Tools, and Secure
CX Operations



Healthcare
Customer Support

Building a Smarter, Leaner Member Support Model

How a health benefits partner reduced costs and strengthened performance.

CHALLENGE

A leading health benefits partner struggled to keep pace with daily call volumes that spiked from 12,000 to more than 20,000 during peak periods. An outdated IVR created friction for members trying to reach the right support, while lengthy, high-cost training cycles slowed onboarding and strained operations. Rising program costs and inconsistent service quality added further pressure, and the organization needed a scalable, compliant solution that could meet HIPAA requirements and strengthen its overall security posture without disrupting the member experience.

SOLUTION

Five Star Solutions partnered with the health benefits provider to build a secure, automated CX model that reduced effort, improved speed, and strengthened service consistency.

- **Automated** routine member calls for faster resolutions
- **Introduced** skill-based and predictive routing
- **Enhanced** CRM access and Tier 2 training
- **Equipped** agents with AI-driven assist and real-time coaching
- **Streamlined** training using AI-simulated learning models
- **Optimized** staffing with workforce management automation

Together, these changes freed agents to focus on complex issues, improved member experience, and created a scalable foundation for long-term operational efficiency.

RESULTS

The new automated support model delivered rapid gains in speed, accuracy, and efficiency. Digital tools resolved routine inquiries instantly, while smarter routing and enhanced CRM access reduced handle time and minimized escalations. AI-enabled training accelerated onboarding, improved quality, and freed agents to focus on higher-value interactions. With optimized staffing and more predictable workflows, the program became leaner, more scalable, and better equipped to manage peak demand.

MEASURABLE IMPACT

20% Total Calls Automated

Routine inquiries resolved instantly

Digital agents handled high-volume routine needs, reducing live-agent load and improving member response time.

↓30% Program Costs

Through automation / targeted routing

Automated workflows, IVA enhancements, and optimized call paths decreased reliance on live agents and removed manual steps.

↓12% Average Handle Time

Faster resolutions with intelligent routing

Skill-based and predictive routing matched members to the right agents, reducing escalations, and shortening interaction time.

↑10% First Call Resolution

CRM and Tier 2 support for better accuracy

Enhanced knowledge resources and improved training reduced escalations and equipped agents to resolve more issues.

↓2 Days Faster Training

AI-driven, simulation-based onboarding

Automated training modules and real-time coaching accelerated agent readiness while improving consistency and quality scores.

↑5% Quality Score Increase

Embedded QA and coaching tools

Real-time guidance, auto-summaries, and standardized workflows improved accuracy and reinforced compliance across interactions.

↑30% Agent Utilization

Workforce automation matched to demand

AI-supported WFM aligned schedules with interaction patterns, improving coverage during peaks and reducing excess staffing during slower periods.

ABOUT FIVE STAR SOLUTIONS