US Health Insurance
Case Study

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Case study: Salesken's AI powered real time assistance creates 60% improvement in conversion rates

Background

AIC Corporation specializes in providing government-sponsored healthcare programs, including Medicare, Medicaid, Tricare, and Health Insurance Marketplace plans. With a large remote sales force of over 4,000 agents, AIC sought a solution to improve their agents' performance in qualifying leads and increasing conversion rates.

Problem Statement

AIC 's remote sales agents were facing challenges in qualifying leads correctly, resulting in a low conversion rate of 5% in their sales funnel. This issue needed to be addressed to boost the overall efficiency and effectiveness of the sales process.

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Goal

The primary goal was to increase the conversion rates for 4,200 remote agents by at least 10%.

Implementation

AIC deployed Salesken's real-time agent assistance, which integrated with their existing CRM (Salesforce) and Dialer (Genesys). Salesken received live audio streams from Genesys, converting voice to text through a speech-to-text engine. The text was then processed by Salesken's AI models consisting of a complex system of 48 machine learning and deep learning engines to provide live prompts in real time to the agents. Cues were provided to agents on various aspects of the sales call, such as opening, lead qualification, need discovery, product knowledge, closing, and price negotiations. Additionally, agents received cues on rapport building, creating urgency, staying high on energy, and demonstrating empathy.
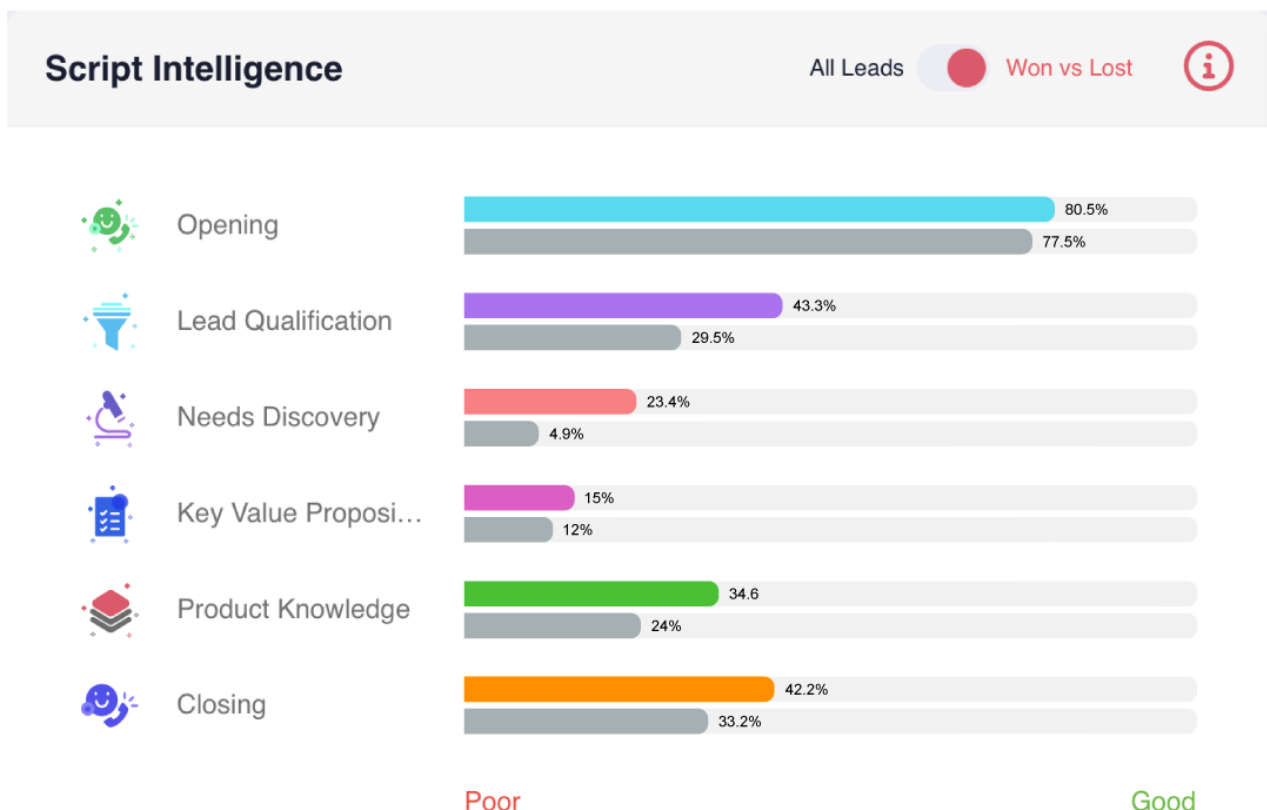
salesken + salesforce + GENESYS™

Data Security

Data security was a significant concern for AIC due to the confidential nature of healthcare data in the US. Salesken is

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HIPAA-compliant, ensuring that patient privacy is maintained. Additionally, the implementation model involved voice-to-text transcription on-premises, with PII redacted (as mandated by AIC) from the transcription. The redacted transcription was then sent to AIC 's Azure private cloud for further processing.

Salesken's Analysis Engines: Significant gaps in discovery and product knowledge identified

Salesken's analysis engine went through all calls of the agents and detected the areas where sales agents needed improvement in their sales approach.

| Script Intelligence | All Leads | Won vs Lost |

Opening — 80.5% / 77.5%
Lead Qualification — 43.3% / 29.5%
Needs Discovery — 23.4% / 4.9%
Key Value Proposi… — 15% / 12%
Product Knowledge — 34.6 / 24%
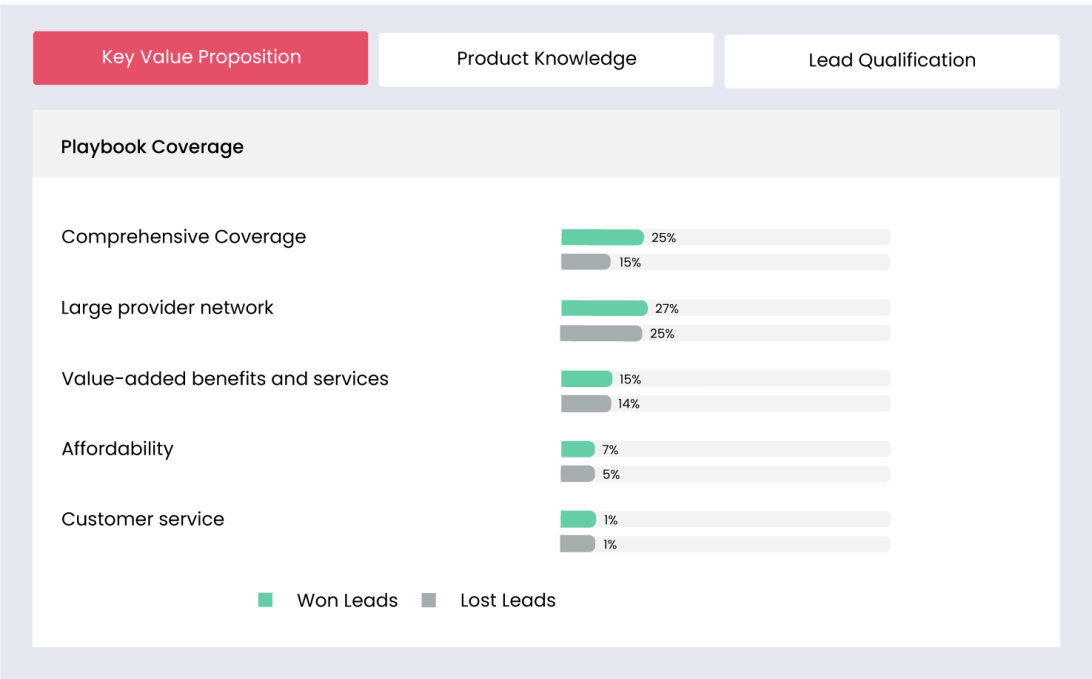Closing — 42.2% / 33.2%

Poor — Good

An analysis of the analytics pre-Salesken comparing lost calls and won calls across various dimensions and signals

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reveals some significant differences in the way agents handled these calls. This analysis will help identify areas of improvement that can be focused on to convert more lost calls into won calls.

Opening:

In the opening phase, self-credentialing and company credentialing had slightly better performance in won calls compared to lost calls (83% vs. 80% and 78% vs. 75%, respectively). This suggests that agents who effectively introduced themselves and the company had a higher chance of establishing trust and rapport with the potential customers, which may have contributed to winning the call.

Lead qualification:

Key Value Proposition	Product Knowledge	Lead Qualification

Playbook Coverage

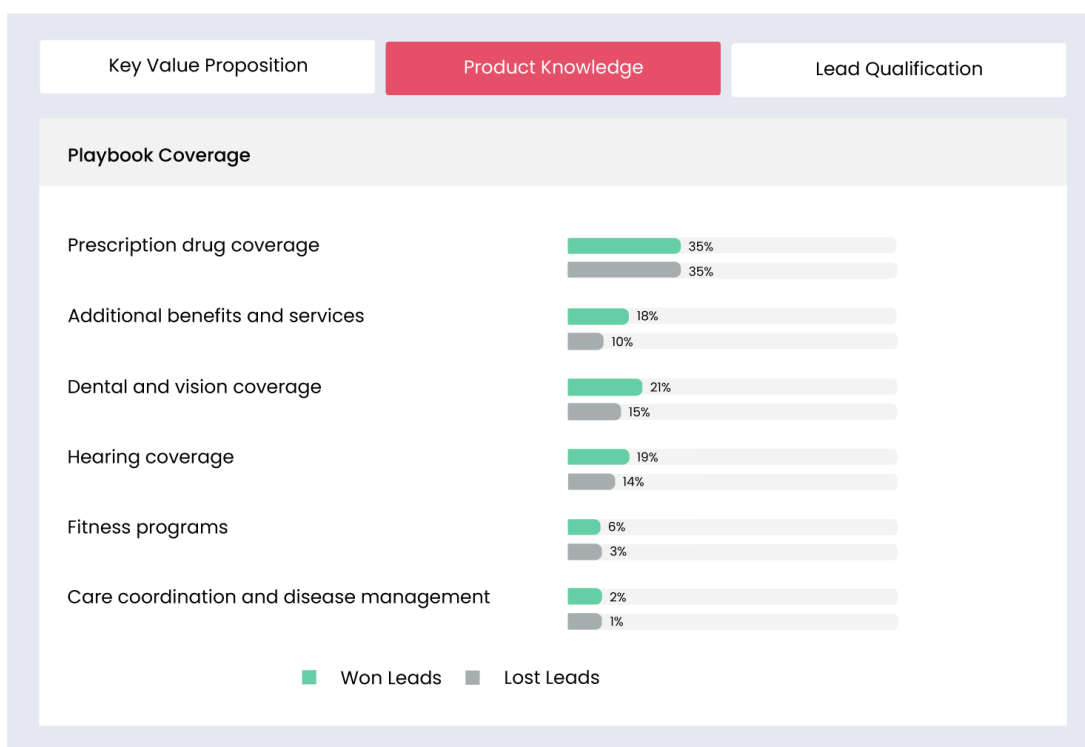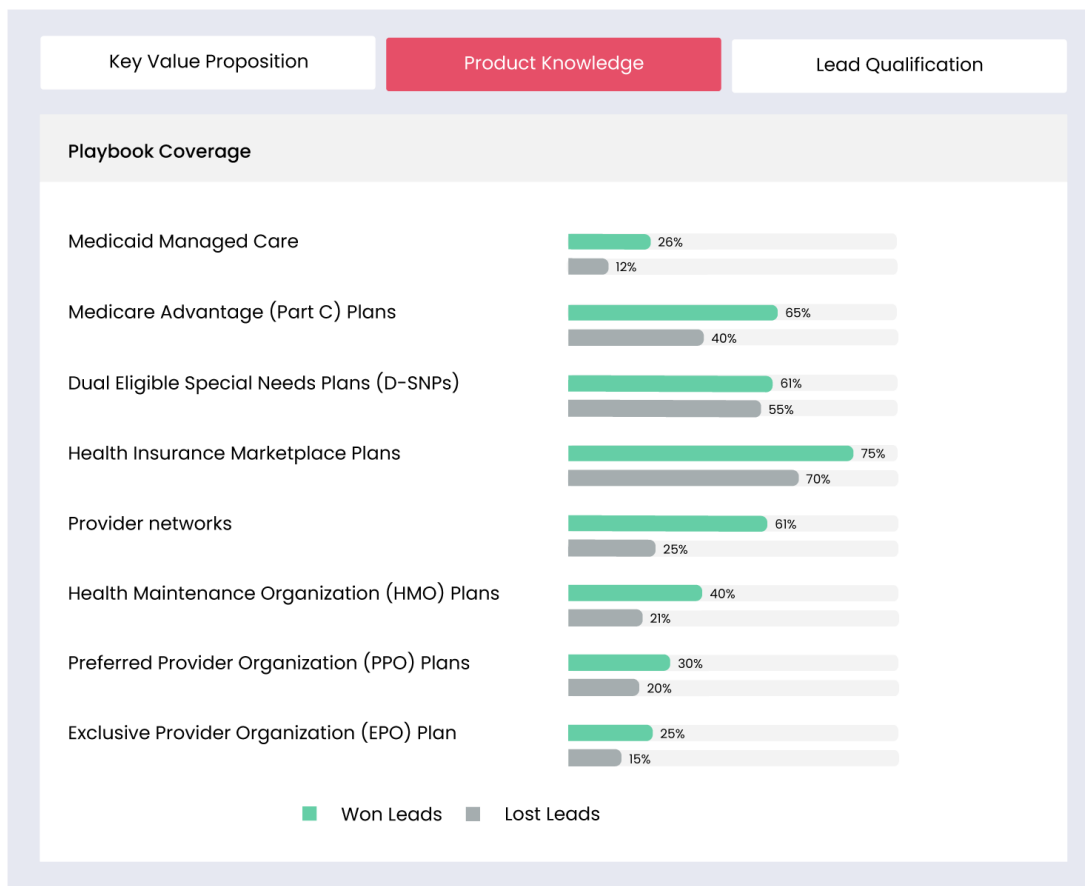|	Won Leads	Lost Leads
Comprehensive Coverage	25%	15%
Large provider network	27%	25%
Value-added benefits and services	15%	14%
Affordability	7%	5%
Customer service	1%	1%

■ Won Leads   ■ Lost Leads

In the lead qualification dimension, the agents demonstrated moderate effectiveness in gathering personal information (60%) and employment information (62%). However, they struggled with obtaining other critical information, such as current insurance status (45%), dependents (35%), health history (22%), insurance needs and preferences (10%), financial capacity (0%), and timeline (2%). This indicates that, prior to Salesken, agents were not thoroughly and consistently collecting the necessary information to offer tailored insurance solutions to customers.
Salesken also analyzed the extent to which lead qualification was done in won vs lost calls. There was a noticeable difference in the collection of personal information (66% in won calls vs. 60% in lost calls) and employment information (70% in won calls vs. 62% in lost calls). A more significant difference was observed in obtaining current insurance status (65% in won calls vs. 45% in lost calls) and information about dependents (63% in won calls vs. 35% in lost calls). These differences indicate that agents who gathered more comprehensive information about the lead's background and insurance needs were better equipped to tailor their approach and offer relevant insurance products, leading to a higher success rate in closing deals.
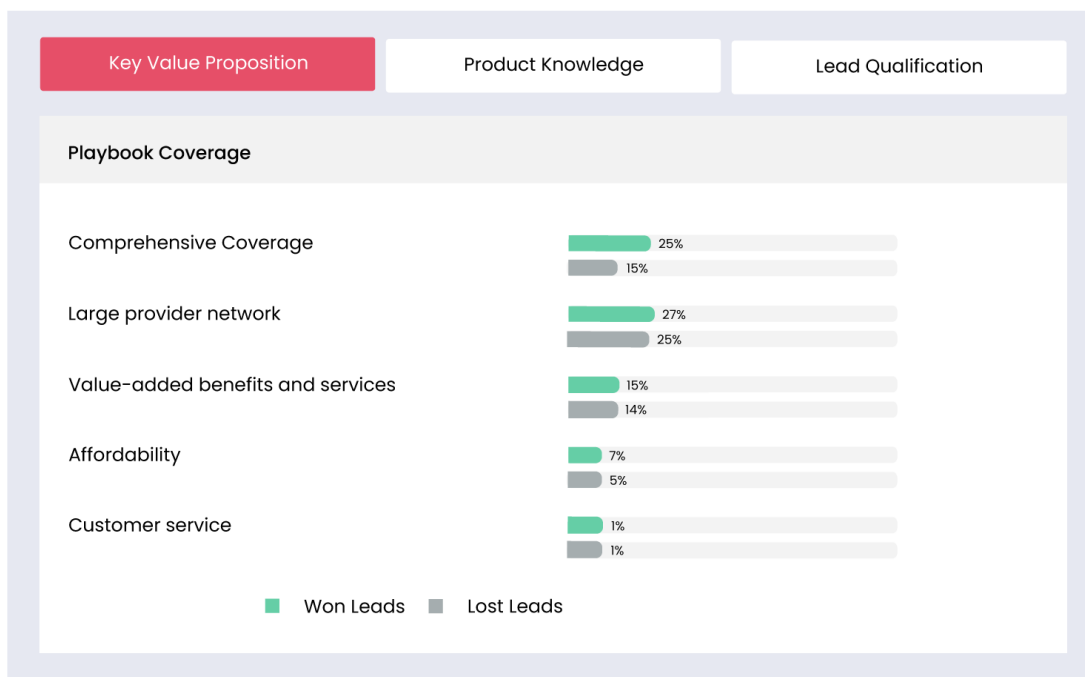
Need Discovery:

In the need discovery phase, agents who won calls had a higher tendency to discuss current plan satisfaction (45% in won calls vs. 10% in lost calls), recent life changes (41% vs. 11%), and exclusions (37% vs. 5%). This demonstrates that a deeper understanding of the customer's pain points, preferences, and requirements contributed to a higher success rate in winning calls.

Product knowledge:

Key Value Proposition	**Product Knowledge**	Lead Qualification

Playbook Coverage

	Won Leads / Lost Leads
Medicaid Managed Care	26% / 12%
Medicare Advantage (Part C) Plans	65% / 40%
Dual Eligible Special Needs Plans (D-SNPs)	61% / 55%
Health Insurance Marketplace Plans	75% / 70%
Provider networks	61% / 25%
Health Maintenance Organization (HMO) Plans	40% / 21%
Preferred Provider Organization (PPO) Plans	30% / 20%
Exclusive Provider Organization (EPO) Plan	25% / 15%

■ Won Leads ■ Lost Leads

Key Value Proposition	**Product Knowledge**	Lead Qualification

Playbook Coverage

	Won Leads / Lost Leads
Prescription drug coverage	35% / 35%
Additional benefits and services	18% / 10%
Dental and vision coverage	21% / 15%
Hearing coverage	19% / 14%
Fitness programs	6% / 3%
Care coordination and disease management	2% / 1%

■ Won Leads ■ Lost Leads

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Agents who won calls displayed better product knowledge across various insurance offerings, such as Medicare Advantage plans (65% in won calls vs. 40% in lost calls), provider networks (61% vs. 25%), and Health Maintenance Organization (HMO) plans (40% vs. 21%). This suggests that having a strong understanding of the insurance products and their benefits allowed agents to better address customers' needs and concerns, leading to a higher success rate.

Key Value Proposition

Key Value Proposition	Product Knowledge	Lead Qualification

Playbook Coverage

	Won Leads	Lost Leads
Comprehensive Coverage	25%	15%
Large provider network	27%	25%
Value-added benefits and services	15%	14%
Affordability	7%	5%
Customer service	1%	1%

■ Won Leads　■ Lost Leads

Agents who won calls showed a slightly better grasp of AIC 's key value propositions, such as comprehensive coverage (25% in won calls vs. 15% in lost calls) and large provider networks (27% vs. 25%). However, the differences in understanding value-added benefits and services, affordability, and customer service were relatively minor. This indicates that there is room for improvement in emphasizing AIC 's unique selling points during sales calls.

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Closing

In the closing phase, agents who won calls were more likely to schedule follow-up calls (51% in won calls vs. 35% in lost calls) and demonstrate interest in helping the customer enroll (35% vs. 26%). The ability to create a sense of urgency was also higher in won calls (15% vs. 5%), which may have contributed to the higher success rate by motivating customers to take action promptly.

In conclusion, agents who won calls were more successful in building rapport, gathering comprehensive information, understanding customer needs, showcasing their product knowledge, and effectively closing the call. By focusing on these areas, agents can improve their chances of converting lost calls into won calls and ultimately boost sales performance.

Conversation improvements post adoption of Salesken's real time prompts

Dimension	Signals	Pre-Salesken	Post-Salesken
Opening	Self credentialling	82.5%	85%
	Company Credentialling	77.5%	80%
Lead qualification	Personal information	65.5%	71%
	Employment information	70%	75%
	Current insurance status	65%	71%
	Dependents	63%	65%

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Dimension	Signals	Pre-Salesken	Post-Salesken
Key Value Prop	Comprehensive coverage	25%	35%
	Large provider network	27%	30%
	Value-added benefits and services	15%	16%
	Affordability	7%	6%
	Customer service	1%	1%
Closing	Email	60%	58%

Dimension	Signals	Pre-Salesken	Post-Salesken
Closing	Create a sense of urgency	15%	25%
	Next steps	50%	50%
	Follow up call	51%	45%
	Interest	35%	30%

These tables demonstrates the improvements AIC experienced after implementing Salesken's real-time prompts for 6 months. The data highlights the impact of live cues on various dimensions of the sales calls, such as opening, lead qualification, need discovery, product knowledge, key value propositions, and closing. The percentages represent the frequency with which the sub-signals were successfully addressed in the calls, both before and after implementing Salesken's solution.
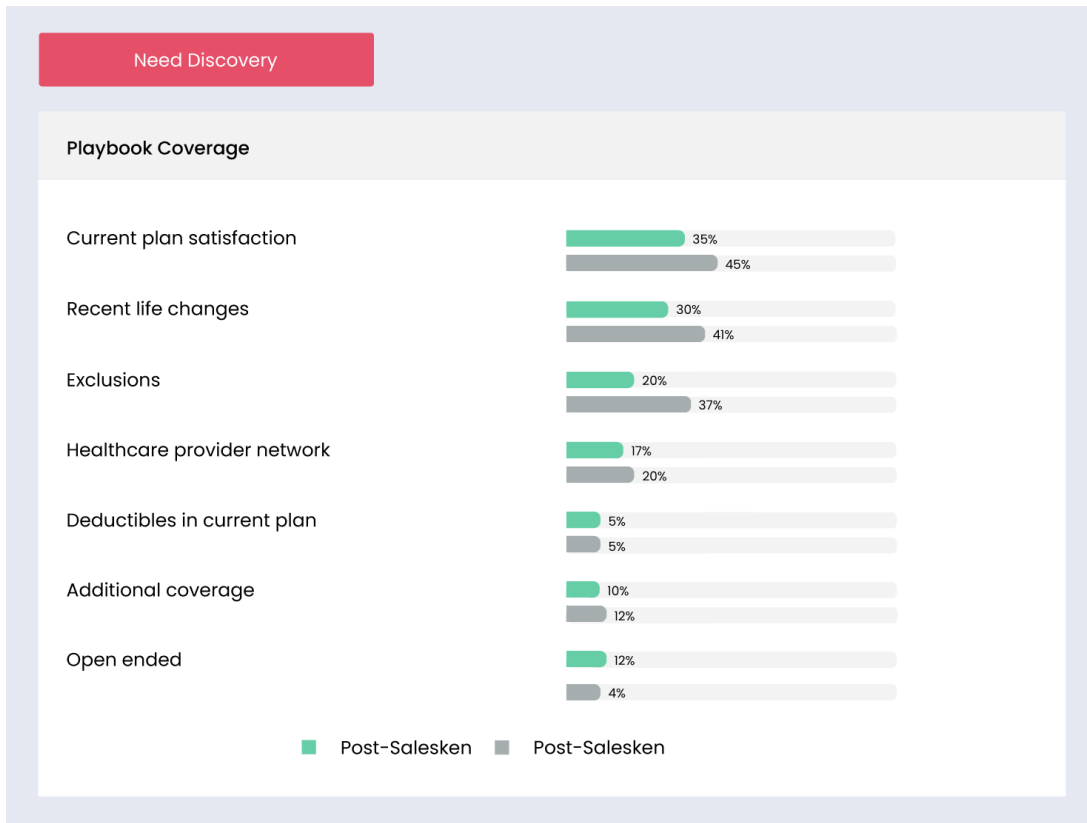
After using Salesken's live cues, AIC saw improvements

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across all dimensions. Salesken's live prompts played a crucial role in helping AIC 's sales agents conduct better discovery and qualification, which in turn led to more effective need discovery. The live prompts served as real-time guidance for the agents during sales calls, providing them with the right questions and information to ask, ensuring they gathered all the necessary details to tailor their approach to each customer's specific needs.

In the lead qualification dimension, Salesken's live prompts improved the agents' ability to gather essential information across all sub-signals. For example, personal information collection increased from 60% to 71%, while obtaining employment information rose from 62% to 75%. This improvement enabled agents to build a more comprehensive profile of each lead, allowing them to better match the customers' needs with the appropriate insurance products.

Furthermore, Salesken's live prompts agents in gathering critical information about each lead's current insurance status, dependents, health history, insurance preferences, financial capacity, and timeline. By obtaining this information more effectively, agents could better identify potential pain points, gaps in coverage, and customer preferences that AIC 's insurance products could address.

During the need discovery phase, the live prompts guided agents to ask more in-depth questions to uncover the clients' pain points and desires. For instance, discussing current plan satisfaction increased from 10% to 35%, revealing any difficulties or frustrations customers experienced with their existing insurance plans. Additionally, the frequency of discussing recent life changes rose from 11% to 30%, allowing agents to identify events that might impact a client's insurance needs.

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Need Discovery

Playbook Coverage

	Post-Salesken	Post-Salesken
Current plan satisfaction	35%	45%
Recent life changes	30%	41%
Exclusions	20%	37%
Healthcare provider network	17%	20%
Deductibles in current plan	5%	5%
Additional coverage	10%	12%
Open ended	12%	4%

Salesken's live prompts also helped agents probe deeper into specific aspects of customers' insurance requirements. For example, discussing healthcare provider networks increased from 5% to 17%, and discussing additional coverage requirements rose from 0% to 10%. By uncovering these details, agents could better understand the unique circumstances and preferences of each customer, leading to more personalized and relevant product recommendations.

In summary, Salesken's live prompts significantly enhanced the discovery and qualification process for AIC 's sales agents. By providing real-time guidance on the information to collect and questions to ask, the agents were able to build a more comprehensive understanding of each customer's unique needs and preferences. This deeper understanding, in turn, enabled them to offer tailored insurance solutions, resulting in a more effective need discovery process and ultimately leading to better customer satisfaction and increased sales.

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ROI Impact
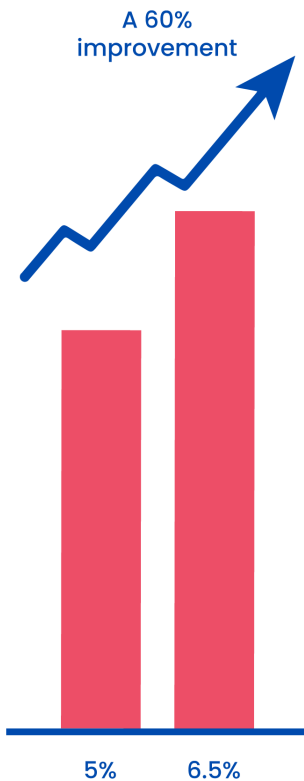
The implementation of Salesken's real-time agent assistance resulted in a jump in conversion rates, from 5% to 6.5%, a 60% improvement.

Roll out

The roll-out of Salesken's solution was done in phases. Initially, it was deployed for 300 agents over a period of 3 months (including integrations), followed by a larger group of 1,000 agents. Finally, it was expanded to cover all 4,000 agents within a five-month period.

In conclusion, Salesken's real-time agent assistance proved to be an invaluable tool for AIC 's remote sales agents, leading to significant improvements in lead qualification and conversion rates.

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Questions?
Contact us.

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