

# Create better **patient experiences** at lower cost using the intuitive CCAI

Google Cloud's intuitive Contact Center AI offers a cost-effective way to improve caller experience and operational efficiency

The consumerization of healthcare has changed the landscape, putting pressure on providers to view patients through a new lens. Providers need to create experiences that both improve care and strengthen patient relationships-- which makes modernizing contact centers essential.

Current call center solutions using robotic, pre-recorded voices may alienate patients in their health journey, and using human agents for every interaction can be costly. There has always been a tradeoff between great patient support and operational efficiency. Until now.

**72%** of patients check reviews before booking an appointment<sup>1</sup>

Healthcare call centers that use bots save over 4 minutes per inquiry, or **\$0.50-\$0.70** per interaction<sup>2</sup>

**44%** of patients under 65 with private health insurance use HDHP – indicating preference for cost-effective treatment<sup>3</sup>

## Overcome the limitations of legacy automated contact centers to meet rising patient expectations



**Human-like** text-to-speech and speech-to-text generated **"on the go"**



**AI-powered** virtual agents with **machine learning** for adaptive routine



**Auto-tuned, AI** driven speech models running on **TPUs**

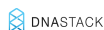


**Surfaces relevant insights** and information in real-time to agent



**Integration with existing technology** systems for a painless **omnichannel experience**

## Google Cloud works across the healthcare ecosystem



<sup>1</sup> Software Advice: [How Patients Use Online Reviews](#)

<sup>2</sup> Juniper: [Chatbots, a Game Changer for Banking and Healthcare](#)

<sup>3</sup> CDC: [NCHS Health Insurance Data](#)

# Automate simple interactions, so agents can focus on more complex cases

## Empower members

1

### Virtual Agent

Gives members 24/7 access to immediate conversational self-service, with seamless handoffs to live agents for more complex issues

2

### Agent Assist

Empowers agents with continuous support during their calls by identifying intent and providing real-time, step-by-step assistance

3

### Insights

Uses natural language processing to identify call drivers, popular questions, and other information that helps contact center managers learn about member interactions to improve call outcomes

## Key benefits

### Foster relationships not just transactions

Provide personalized support, immediate service, and quick issue resolution, turning individual transactions into continued member loyalty

### Increase customer satisfaction and operational efficiency

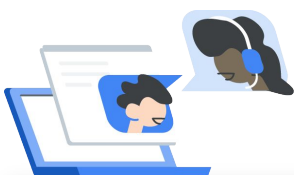
Improve call deflection rates, achieve shorter handling times, and reduce agent training costs while making overall operations faster and more effective

### Turn every agent into a specialist

Free up support agents to take care of more difficult and specialized calls. Automate more mundane tasks and providing agents with real time information, workflows, and turn-by-turn guidance

### Accelerate implementation and time to market

Our technology and partner ecosystem help seamlessly integrate CCAI into your existing systems. And once you've implemented, you can start seeing results in as little as three to six months



Ready to start your journey?

Speak to a Google Cloud representative  
<https://cloud.google.com/contact/>