



# HEALTHCARE

CX TRENDS

2022

**10 predictions driving  
future member and patient  
experience success**



# The (redefined) future of CX

Trends come and go, but valuing the member and patient never goes out of style. And in the era of the “Great Resignation,” business leaders are extending that sentiment to employees as well. In 2021, healthcare companies hit the reset button on member and patient innovation and the employee experience. Now, leading companies are doubling down on those innovations and insights to drive both resilience and growth. If last year was a time for reflection and last-minute solutions, now is the time to act with purpose.

“**Every company must become an empathetic, human-centered data company. CX and marketing innovation must prioritize cross-functional, organizational collaboration.**”

—**Brian Solis**, digital analyst, speaker, and author



# Table of contents

## Part I 2022 member and patient trends

**Trend 1:** Leading companies will excel at empathy, safety, and convenience

**Trend 2:** Consumers will expect proactive support

**Trend 3:** Fast 24/7 customer service will become the norm

**Trend 4:** Data privacy will be treated as a valuable commodity

**Trend 5:** True omnichannel service will move closer to reality

## Part II 2022 employee trends

**Trend 6:** Employee experience will take the spotlight

**Trend 7:** The rise of CX gig workers

**Trend 8:** Prescriptive AI will make customer service more efficient and effective

**Trend 9:** Associates will have centralized data at their fingertips

**Trend 10:** Companies will double down on right-channeling

Case study

**Mapping the way to excellent patient experiences**

Case study

**The right knowledge leads to better member experiences**

**5 proven ways to win in 2022 and beyond**



# Part I: Member and patient trends



**Trend 1:** Leading companies will excel at empathy, safety, and convenience



**Trend 2:** Consumers will expect proactive support



**Trend 3:** Fast 24/7 customer service will become the norm



**Trend 4:** Data privacy will be treated as a valuable commodity



**Trend 5:** True omnichannel service will move closer to reality



TREND 1

# Leading companies will excel at empathy, safety, and convenience

For members and patients, empathy, safety, and convenience are intertwined. The companies that will drive continued loyalty will prioritize these expectations. Small details such as addressing members and patients by their first name can go a long way. Expect customer-centric organizations to fine-tune authentic, frictionless, secure activities as brand differentiators.

**75%** of patients are more loyal to healthcare providers that invest in strengthening their patient experience. *Source: Talkdesk*



**CX Tip:** Look for opportunities to humanize interactions across the organization and ensure performance metrics align with those goals.

1

## Insights

**When a company makes customers feel appreciated:**

**76%**

indicate they'll keep doing business with the brand

**80%**

will spend more with the brand

**87%**

will recommend the brand to friends and family members

*Source: Forrester*

TREND 2

# Proactive support will be a competitive differentiator

Proactive support—identifying and resolving member and patient issues before they are aware of them—is a massive opportunity to increase goodwill and reduce costs. Yet, many organizations fail to take advantage of it. A recent Gartner survey of more than 6,000 customers revealed that only 13% of consumers reported receiving any type of proactive customer service.

**70%** of customers worldwide have a more favorable view of brands that contact them with proactive customer service notifications. *Source: Microsoft*



**CX Tip:** Identify areas of the member and patient journey where proactive support will have the most impact and work with an experienced partner for fast and effective deployment.

2

## Insights

**Proactive customer service can result in full point increases in:**

**NPS**

Net Promoter Score

**CSAT**

Customer Satisfaction Score

**CES**

Customer Effort Score

**VES**

Value Enhancement Score

*Source: Gartner*

TREND 3

## Fast 24/7 support will become the norm

In today's hyperconnected world, where it's possible to talk to someone on the other side of the globe instantly for free, limited customer support hours are no longer acceptable.

Members and patients expect organizations to be accessible 24/7 and will hold it against them if they fail to meet that expectation.

**84%** of patients say it is important that their customer service issues are solved quickly and accurately. *Source: Talldesk*



**CX Tip:** Explore opportunities to cost effectively expand coverage such as through offshore, onshore, or nearshore support.

### Insights

**Percentage of consumers who define immediate as 10 minutes or less by their stage in the customer journey:**

Marketing  
**46%**

Sales  
**62%**

Support  
**60%**

*Source: HubSpot Research*

TREND 4

## Data privacy will be treated as a valuable commodity

Consumers are increasingly concerned about their personal data being collected and how it is utilized. They want companies to provide them with transparency and control over their data.

We see a shift in companies committing to these expectations partly as a result of data regulations, HIPAA, and to drive member and patient loyalty.

**25%**

There was a 25% increase in healthcare data breaches in 2020, compared with 2019. Data breaches of 500 or more records were reported at a rate of 1.8 per day in 2020. *Source: HIPAA Journal*



**CX Tip:** Go above and beyond regulations to communicate the value that members and patients receive in exchange for sharing their data. Train associates to explain what the data will be used for and include brief explanations on online forms.

4

### Insights

**86%**

of respondents said they feel a growing concern about data privacy

**78%**

expressed fears about the amount of data being collected

**40%**

don't trust companies to use their data ethically

**13%**

don't even trust their own employers

*Source: KPMG*

# True omnichannel service will move closer to reality

For years, companies have aspired to deliver a seamless omnichannel customer experience but often fell short.

We predict that the accelerated need to provide a consistent environment for members and patients across touchpoints and channels will finally spur organizations to prioritize targeted cross-channel connections as a form of business resilience and future growth.

**78%** of patients say it is important to be able to engage with healthcare systems on their preferred channel. *Source: Talkdesk*



**CX Tip:** Don't embark on an omnichannel transformation initiative without defining strategy and design principles, mapping out member and patient journeys, and getting employee buy-in across the organization.



## Insights

**Higher customer retention rates**

**90%**

Customer retention rates are 90% higher for omnichannel vs. single channel.

*Source: Omnisend*

# Part II: Employee trends



**Trend 6:** Employee experience will take the spotlight



**Trend 7:** The rise of CX gig workers



**Trend 8:** Prescriptive AI will make customer service more efficient and effective



**Trend 9:** Associates will have centralized data at their fingertips



**Trend 10:** Companies will double down on right-channeling



TREND 6

# Employee experience will take the spotlight

When it comes to attracting and retaining top employees, businesses that are unwilling to offer workplace flexibility and other employee benefits will lose the war for talent.

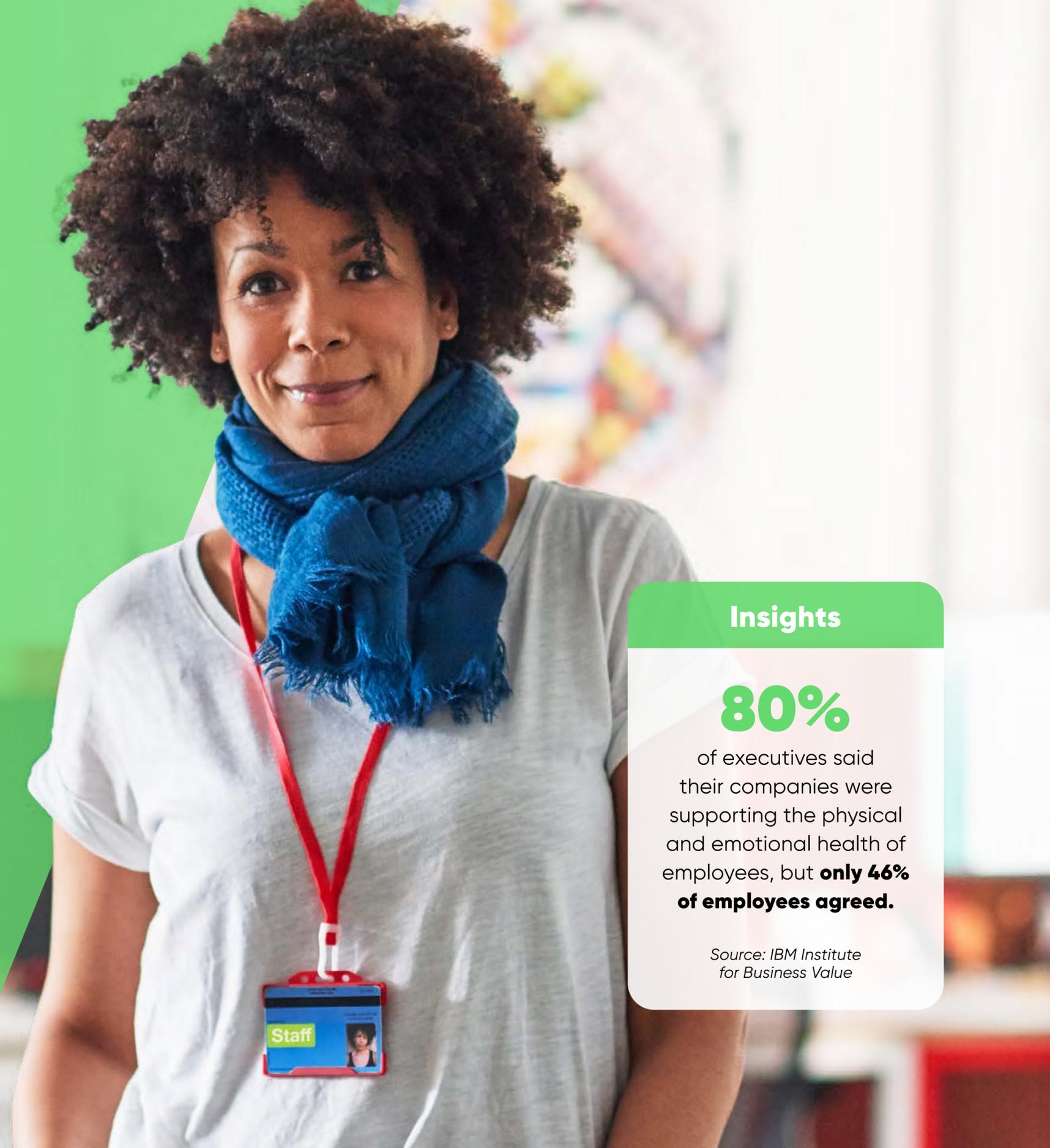
The employee experience has been redefined by employees demanding better working conditions, higher pay, and more respect.

**49%** of contact centers consider employee satisfaction among the top five most-used measurements after customer satisfaction, response time and quality assurance. *Source: 8x8*



**CX Tip:** Ask your employees about what they want in a flexible workplace and work together to find a viable solution whether it's flextime, a shorter workweek, purely remote work, or a hybrid model.

6



## Insights

**80%**

of executives said their companies were supporting the physical and emotional health of employees, but **only 46% of employees agreed.**

*Source: IBM Institute for Business Value*

# The rise of CX gig workers

More than ever, contact centers are under pressure to handle spikes in customer volume and reduce costs. But hiring and retaining qualified associates is especially difficult in a competitive talent market.

In addition to a better employee experience, expect to see more companies explore alternative ways of maximizing and extending workforces via gig workers, automation, flexible staffing, and more.

**13%** Work-at-home 'job hopping' is up 13% since Oct 2019. *Source: ADP*



**CX Tip:** Find the funds to offer competitive wages by increasing cost savings. For example, shifting seasonal roles between different peak seasons combined with digital innovation creates an optimal employee experience in addition to being cost effective.



## Insights

**20-40%**

By 2025, 20 to 40% of customer service interactions could be handled by gig-based workers enabled by AI platforms to solve more complex customer intent.

*Source: GigCX*

TREND 8

# Prescriptive AI will make customer service more efficient and effective

Expect prescriptive AI to be integrated into more business decisions. For instance, predictive analytics can estimate how much time it will take employees to support members and patients during a spike in calls.

Fused with those analytics, predictive AI will let contact center leaders know how much overtime is necessary to generate detailed schedules.

**79%** of contact center leaders plan to invest in greater AI capabilities in the next two years. *Source: Deloitte*



**CX Tip:** Even prescriptive AI will still require humans in the loop to provide sound reason, judgement, and oversight.

8

## Insights

**54%**

of executives say that AI solutions have already increased productivity in their businesses.

*Source: PwC*

# Associates will have centralized data at their fingertips

As CX expert and speaker Don Peppers put it, "If you want the fastest, least flawed, most-likely-to-succeed customer-centric transformation, my friends, START WITH THE DATA!"

With CX at the forefront of business strategy, expect to see more companies prioritize a unified view of member and patient data and analytics in the contact center for associates to have meaningful and successful interactions.

**63%** of consumers expect businesses to know their unique needs and expectations, while **76% of B2B buyers expect the same thing.** *Source: Salesforce Research*



**CX Tip:** When selecting a customer data platform, decide what you want to track from the beginning and ensure the platform can account for future needs.

## Insights

**Top 5 types of data merged with customer data platforms:**

**1**

CRM data

**2**

Transactional data

**3**

Website visits

**4**

Customer support data

**5**

First-party customer profile data

*Source: The State of CDPs – Advertiser Perceptions*

TREND 10

# Companies will double down on right-channeling

Instead of treating right-channeling (getting members and patients to use the appropriate channel) as a nice-to-have, we predict more firms will proactively leverage automation, machine learning, and other technologies to guide customers to the right channel as they seek to cut costs and increase efficiency.

36%

of leaders say customers have primarily stuck with the phone to reach them, which is why many have turned to "right-channeling." *Source: Deloitte*



**CX Tip:** Forcing customers to use a channel because it's right for the business, but not the customer, is a bad strategy. Ensuring the experience is better in addition to a lower delivery cost is a smarter idea.

10

## Insights

79%

of customers say they prefer to chat with associates purely because of the immediacy it offers compared to other channels.

*Source: Econsultancy*

## Case study

# Mapping the way to excellent patient experiences

### The challenge

A leading healthcare organization needed an experienced partner to develop a digital transformation roadmap.

### Our solution

TTEC created patient experience journey maps that highlighted opportunities to improve the patient experience. From there, we made and implemented recommendations using deflection (interactive call assistant and call typing and routing), augmentation (optimized knowledge base, screen pops, and others) and efficiency (workforce optimization, advanced operational metrics, and knowledge management).

### The results



**3-year**

contact center roadmap defined



**20-30%**

Opportunity to reduce call volume 20-30%



**25%**

Potential to reduce average handle time 25%

## Case study

# The right knowledge leads to better member experiences

### The challenge

A leading health insurance company's knowledgebase was outdated, making it difficult for associates provide correct information when members called about claims, enrollment, and other issues.

### Our solution

TTEC collected associate feedback and analyzed the data to create a roll-out plan to optimize the knowledgebase. As changes went live, usage was monitored using data analysis and, in the final phase, team leaders were surveyed to collect further feedback so we could make further improvements.

### The results



# 400%

growth in knowledgebase usage



# 7.2%

drop in average handle time

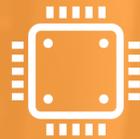


# 94%

Increase of quality attainment to 94%

# 5 proven ways to win in 2022 and beyond

1



## Be efficient

Leverage AI and machine learning to foster human connections at rapid speed.

2



## Keep it personal

Present information in ways that are relevant to intentions, customer moments, and devices.

3



## Prioritize employee experience

Understand what your employees' needs and expectations are, be consistent in your strategy and be flexible.

4



## Dig deeper

Investigate outliers in performance metrics for a deeper understanding of pain points and hidden opportunities to improve.

5



## Stay engaged

Leverage a mix of processes, technology, and creativity to provide innovative ways to motivate and drive performance in a virtual or hybrid work world.



# CX for what's next

Learn how we can help your healthcare organization achieve the performance excellence and agility needed to thrive—now and in the future.

## Contact us

[cx@ttec.com](mailto:cx@ttec.com)

**+1.800.835.3832**

# About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 62,300 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at [ttec.com](https://ttec.com).

