Stratifyd for Healthcare CX

Bridge the gap between insights and outcomes

CONSUMER STATS:

1 in 7

consumers think that interacting with the healthcare system is "a chore"[2]

62%

of consumers find the healthcare system "confusing"[3]

HEALTHCARE COMPANIES FOCUSED ON IMPROVING CUSTOMER EXPERIENCE SAW:[3]

20%

increase in revenue

30%

decrease in costs

Patients are more informed and empowered in their healthcare decision-making than ever before – and they expect payers and providers to up-level their customer experience. Consequently, healthcare organizations are pressured to provide personalized care tailored to patients' individual needs and preferences, but they're plagued with challenges, like internal and external misalignment, data silos, and ineffective voice-of-customer (VoC) programs. Even businesses that think they're doing well are often falling short; Forrester Research reports that 64% of healthcare organizations that fail to prioritize patient experience and are categorized as not "customer obsessed" believe that they're actually easy for customers to work with.[1]

Stratifyd empowers healthcare organizations to remove these cultural and operational roadblocks that impede patient satisfaction and increase patient leakage. Through its powerful, AI-driven engine, Stratifyd helps companies eliminate data silos, unlock actionable VoC insights, and improve customer journeys. By paving the way for businesses to usher in the new health economy, Stratifyd enabled customers in the healthcare sector to reduce time to insights by nearly an hour, reduce customer call disconnects by 75%, and more easily escalate patient concerns.
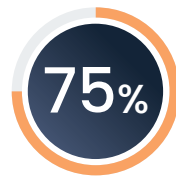
75% Using Stratifyd empowered healthcare customers to reduce call disconnects by 75%

stratifyd

How Stratifyd Works

Aggregate all structured and unstructured data into a single source of truth that:
- Provides objective, holistic data analysis
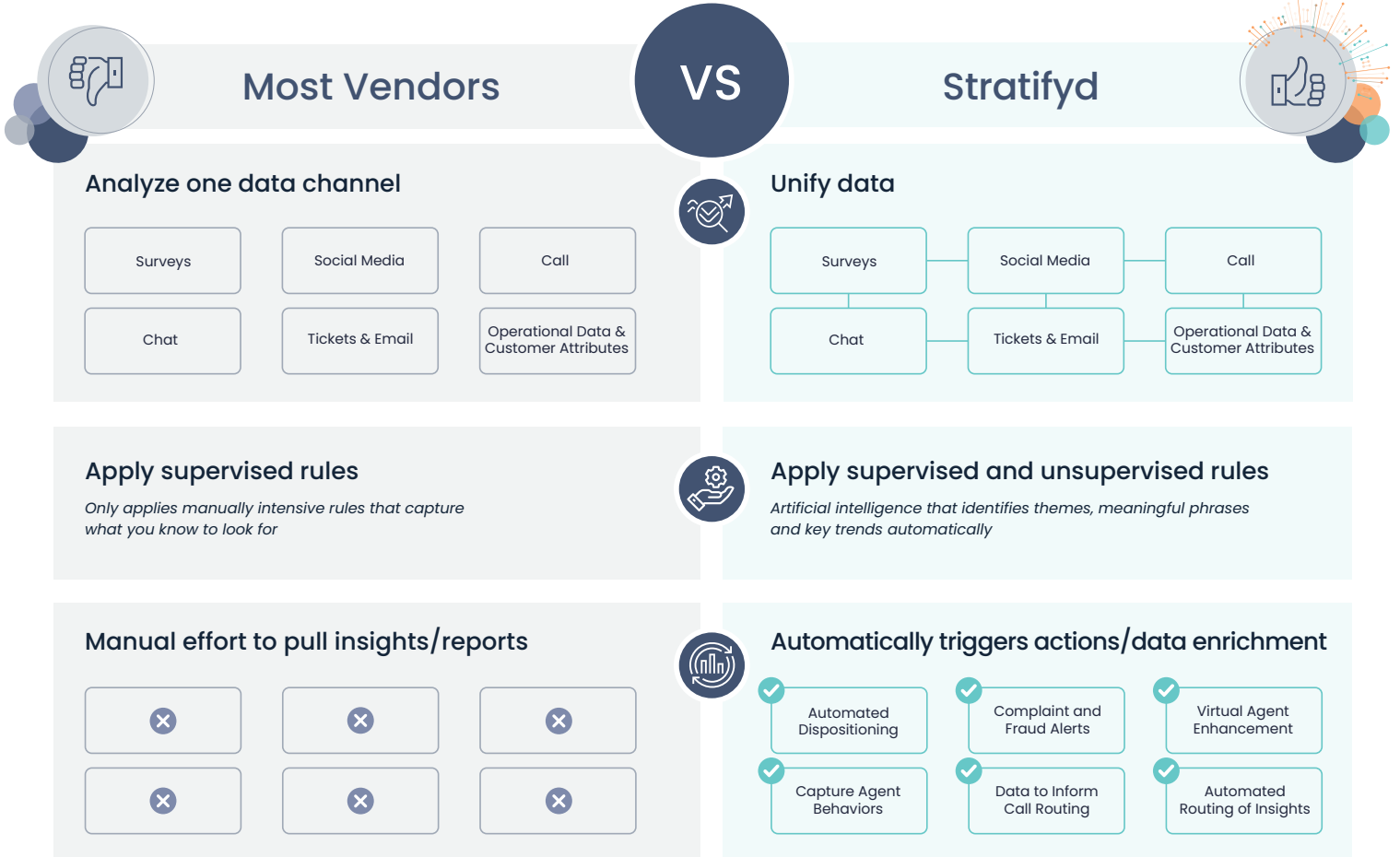- Eliminates data fragmentation across the enterprise

Analyze solicted and unsolicted data to in near-real-time to:
- Quickly surface hidden trends and themes
- Improve time-to-insight

Action your insights via data visualization and reporting tools to:
- Understand real-life scenarios and how to improve them
- Drive better outcomes for stakeholders

In 2022 customer satisfaction hit a **17-YEAR LOW**[4]

Most Vendors VS Stratifyd

Analyze one data channel

Surveys	Social Media	Call
Chat	Tickets & Email	Operational Data & Customer Attributes

Unify data

Surveys	Social Media	Call
Chat	Tickets & Email	Operational Data & Customer Attributes

Apply supervised rules

Only applies manually intensive rules that capture what you know to look for

Apply supervised and unsupervised rules

Artificial intelligence that identifies themes, meaningful phrases and key trends automatically

Manual effort to pull insights/reports

Automatically triggers actions/data enrichment

- Automated Dispositioning
- Complaint and Fraud Alerts
- Virtual Agent Enhancement
- Capture Agent Behaviors
- Data to Inform Call Routing
- Automated Routing of Insights

1. Forrester Research. "The State of Customer Obsession in Healthcare, 2022." December 19, 2022.
2. Monarch Health Solutions. "How Healthcare Delivery Systems Wil Recalibrate Their Futures." May 2021.
3. McKinsey & Company. "Marketing in healthcare: Improving the consumer experience." March 2023.
4. American Customer Satisfaction Index. "Decline in Customer Satisfaction Continues but at a Slower Pace, ACSI Data Show." May 10, 2022.

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