

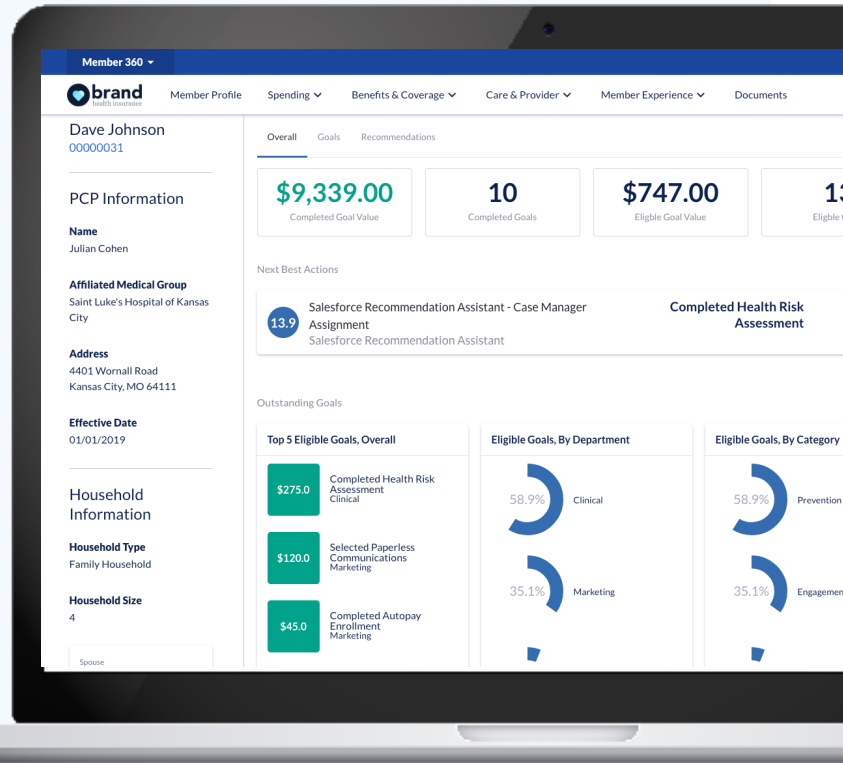
CX ENGAGEMENT HUB™

Delivery prioritized, omnichannel communications to drive high value actions that align with cross-departmental goals

Powered by Zipari's CX Engine, CX Engagement Hub allows health plans to streamline their member outreach by bringing together all cross-departmental goals into a single dashboard. By attaching a value to each goal, payers utilize the members preferred communication channels to achieve personalized member outcomes and measure the effectiveness of each interaction. This leads to improved ROI and member satisfaction which drives retention and customer advocacy.

CX Engagement Hub also calculates and coordinates the member's next best action and goal based on those that provide the highest value. And, when the CX Engagement Hub is integrated with Zipari's CX360, health plans have holistic views that allow for accurate reporting on consumer events, trends and goal completion rates.

Zipari's CX Engagement Hub comes loaded with a standard set of industry-specific HEDIS and EDRP compliant goals that can easily be modified - making it simple to align goals with member cohorts and quickly deploy.



FEATURE HIGHLIGHTS

- » **True 360-view of your consumers** so you can proactively address their needs in real-time across all systems and departments
- » **Calculate and measure CX ROI** to ensure you're meeting your business goals and objectives
- » **Optimized next best action recommendations** based on the value of a goal and members' preferred forms of communication
- » **Leverage on your existing technology** with pre-built APIs and SSO and easy user management
- » **Rapid implementation** equipping you with a standard set of industry-specific health-related goals that you can add-to or modify
- » **Effectively mine member data** to define cohorts by demographics, utilization, clinical, and more to build personalized interaction
- » Individual & Family
- » Small & Large Group
- » Medicare Advantage
- » Third Party Administrators

zipari



Platform
Powered



Built-in
Workflows



Secure &
Compliant



Seamless
Implementation



Rapid
Deployment



Ready to
Launch

Learn more and schedule a demo: cx@zipari.com

Zipari is the first and only CX platform built exclusively for health insurance.