



# USING AI TO BRING CUSTOMER SERVICE TO THE NEXT LEVEL

## VIDEO TRANSCRIPT

[00:00:09] Hi, I'm Michelle Sobin, managing director from Accenture and the customer service lead for the Accenture Pega Practice. With me today is Linda Leigh Brock, executive director of product strategy from NASCO. Accenture has been partnering with NASCO to successfully deliver Pega applications since NASCO first licensed the Pega systems platform. Linda Leigh, for those that might not know about NASCO and your mission, can you give us a little background and talk about your journey with Pega customer service?

[00:00:37] Sure, yeah. NASCO is a health care technology company that are owned and exclusively service Blue Cross Blue Shield plans. We provide products and services that help our blue plans meet the needs of their respective markets across a spectrum of customers. The hallmark of NASCO's model is their shared solution approach. We co-create and collaborate with our Blue plans on building products that meet their needs and the markets. We look at everything from helping them drive down their administrative costs, improving their customer satisfaction and in care outcomes. So, the NASCO plans working with us are able to achieve successes together.

[00:01:18] Would you say the Pega customer service application is an example of a NASCO shared solution?

[00:01:23] It's a great example of a shared

solution, yes. Our customer servicing solution is called Encompass. NASCO launched this back in 2016 in collaboration with Blue Cross Blue Shield of Michigan, and since then we have been able to on-board other plans. We've got three right now and when we're done with this implementation, we will be servicing over ten million members and providers on the Encompass solution with a potential of another five million members and providers on the horizon.

[00:01:58] Wow, that's pretty impressive work. I know you've been working on a new shared solution over the past year or so that leverages Pega's AI driven customer engagement engine, customer decision hub. What problem was NASCO in the plans trying to solve that needed this kind of predictive and adaptive analytics?

[00:02:15] Our Blue plans have been focusing and strategizing for years around how to improve our customer experiences, deepen the relationships with their members, improve health outcomes. And they've been doing this through journey mapping and research. And as concierge servicing came on the scene and plans really wanted to become a part of those solutions. They have been pivoted more toward a member advocacy model and in becoming an expectation of health care now. So, with that change in the paradigm of service, we wanted to be a part of helping to co-create the right solution for our Blue plans. We took advantage



of the Pega CDH and built a product called AI.me. AI.me stands for AI for me, artificial intelligence for me. And the idea is that we could quickly stand up the solution and build out use cases that had immediate positive impact on those member experiences and caring for the patients that the Blue market serves.

[00:03:17] AI.me, sounds like really groundbreaking member servicing. How did you do it?

[00:03:23] Yeah, we worked with a Blue plan customer. We built out a proof of concept that allowed us to define some really quick value use cases, quickly deploy them and see how they would work. And we think thought about things like the needs of members, and their gaps in care. How do we continue to work on getting better clinical advisories out there and achieve the targeted outcomes for our patients and providing value in those programs? So, when I think about being a caregiver myself for my own family, I think that what we're doing here with these member advocacy models are what are one of the most important things that we can be doing to improve the health care system.

[00:04:03] You sound very passionate about that, Linda Leigh, I love it. Can you share an AI.me customer decision, hub use case with us?

[00:04:11] There are a whole host of very robust use cases in the AI.me use case library. They have been built by some of the best and brightest minds at our Blue Cross Blue Shield companies, and they are intended to really look at those clinical advisory's improving wellness, helping with condition management, closing gaps in care. These are just to name a few. But as we as we think about how Blue plans are looking to launch those really rich member advocacy programs, thinking about the ability to quickly get started with this robust, pre-configured set of use cases is really exciting. And, so I feel that the Blue Cross Blue Shield families that we're working with will be able to help their communities through AI.me.

[00:04:56] That's great. Let me just clarify a little

bit. Do you have to have the Encompass customer service application in order to use AI.me?

[00:05:05] No, you do not. You can integrate it, but it can also stand on its own. The artificial intelligent engines can take data from any source and can provide the output of those recommendations and advisories to any customer service, relationship management system, care management platform portals and other channels. As I mentioned, this robust library will help plans get started quickly and easily and accelerate the launch of their own member advocacy program.

[00:05:34] It sounds like NASCO has come pretty far with customer decision hub. What advice can you give to another executive that's just getting started on this journey?

[00:05:43] Artificial intelligence can seem pretty intimidating, but I believe that the Pega CDH product and the ease of getting those use cases up and running and deployed quickly is amazing. And I think the thing that they need to consider are what are the possibilities that they really want to go after.

[00:06:01] That's terrific, Linda Leigh, thank you for sharing with us.

[00:06:05] Thank you for having me.

[00:06:07] And thanks all of you for watching. And I hope you learn a lot from the Pega Discover summits. Please check out our Accenture virtual booth for more examples of how Accenture uses Pega technology to drive customer value.

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