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A Leading Healthcare Payer Elevates Customer Experiences



How Virtusa Connected the Entire Care Team with Digital 360

Digital 360 has been the driving force and new industry standard for top-level companies wanting to cater to their customers' preferred levels of communication and engagement. With the world's digital commerce rates climbing to historical highs, some of the world's largest healthcare companies are taking advantage of the power Digital 360 has to offer.

Digital 360 focuses on the complete integration of Salesforce's top-rated cloud-based services.

Each one of the listed services provides expert assistance, broader partner ecosystems, and unique value propositions for clients who are probably similar to yourself. In their simplest terms, here are the aspects of each:

Marketing Cloud

A way to manage marketing relationships and campaigns with customers.

Commerce Cloud

A multi-tenant, cloud-based commerce platform that empowers brands to create intelligent, unified buying experiences across all channels—mobile, social, web, and store.

Experience Cloud

A digital platform that helps companies build connected CRM-powered digital experiences.

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This leading healthcare payer sought a combination of Salesforce Marketing Cloud and Experience Cloud through **Virtusa**. They have tens of millions of customers across the globe, with an important emphasis on one micro-population: family members of those with special needs. A key goal of improving the special needs program was to create a more consistent, attentive customer experience for this subset of customers. Since the payer receives over **60 million calls per year** across different lines of business, the need for a streamlined contact system was evident.

Shortly after using Salesforce 360 to implement a more unified contact center application, the healthcare payer **reduced average call time by up to 75%**. Experience Cloud was then deployed to provide a digital space for advocates, families, and care providers. It enabled them to access information, increase personal agency, and collaborate as one for the first time, significantly improving member NPS scores. The Marketing Cloud furthered the goals and objectives of the special needs program by ensuring member's receive regular content, which is tailored to their specific needs and delivered promptly through the channel of their choice. Digital 360 provided the perfect solution for establishing a world-class, connected care ecosystem that supported families in complex healthcare insurance journeys.

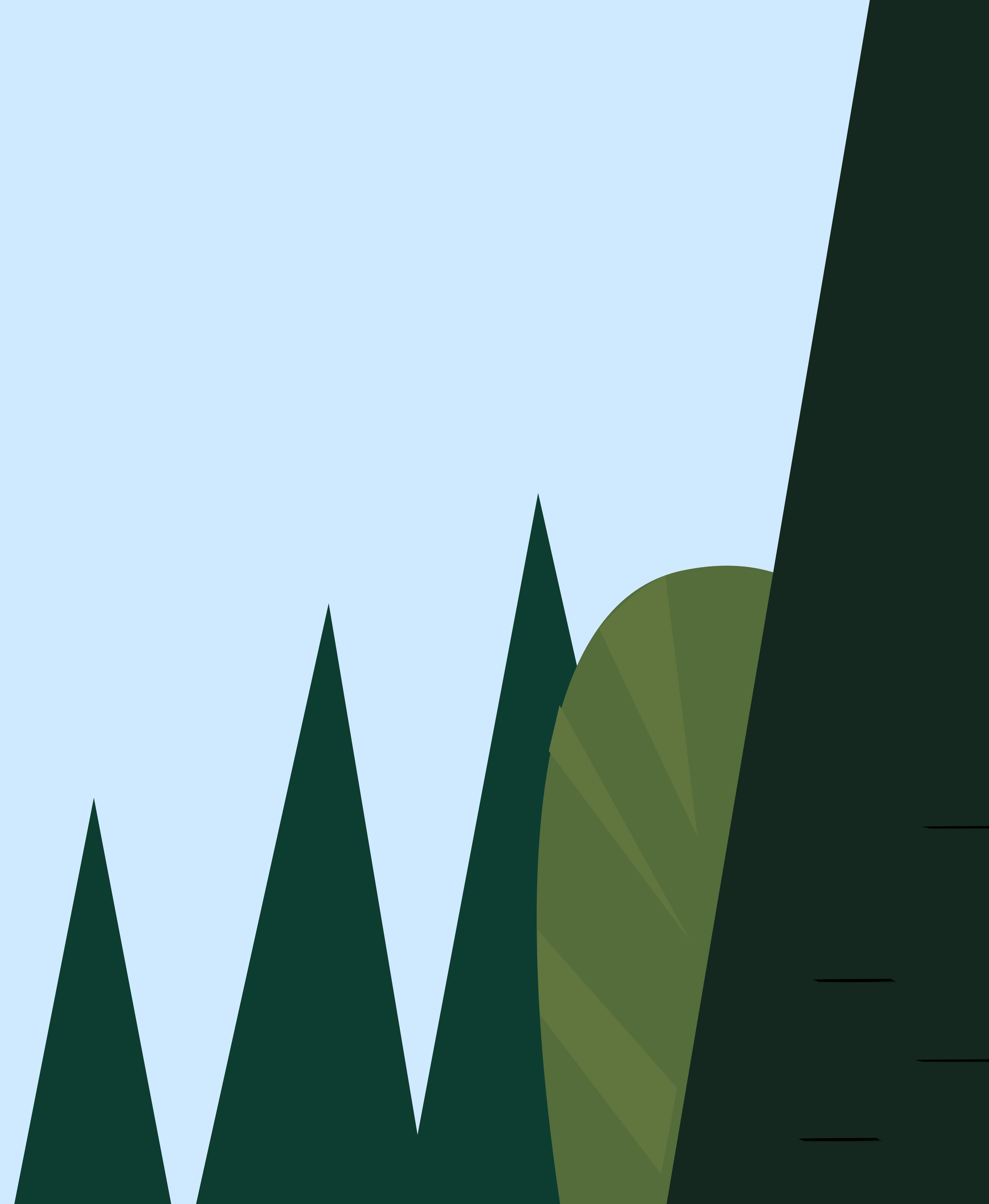
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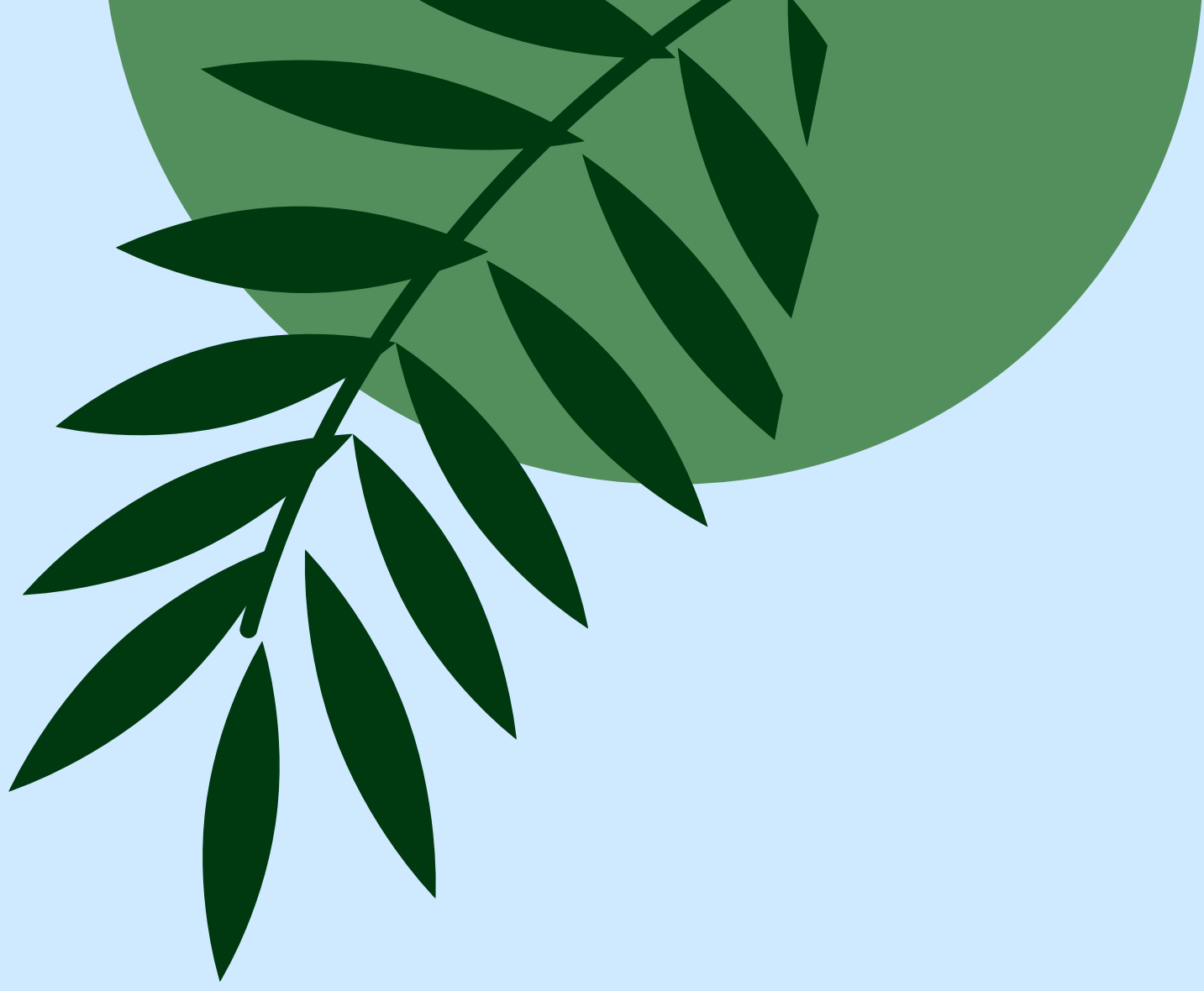
The power of Experience Cloud and Marketing Cloud combined enabled our customers to provide families with the support they need to navigate their loved one's complex care situation better than ever possible before.

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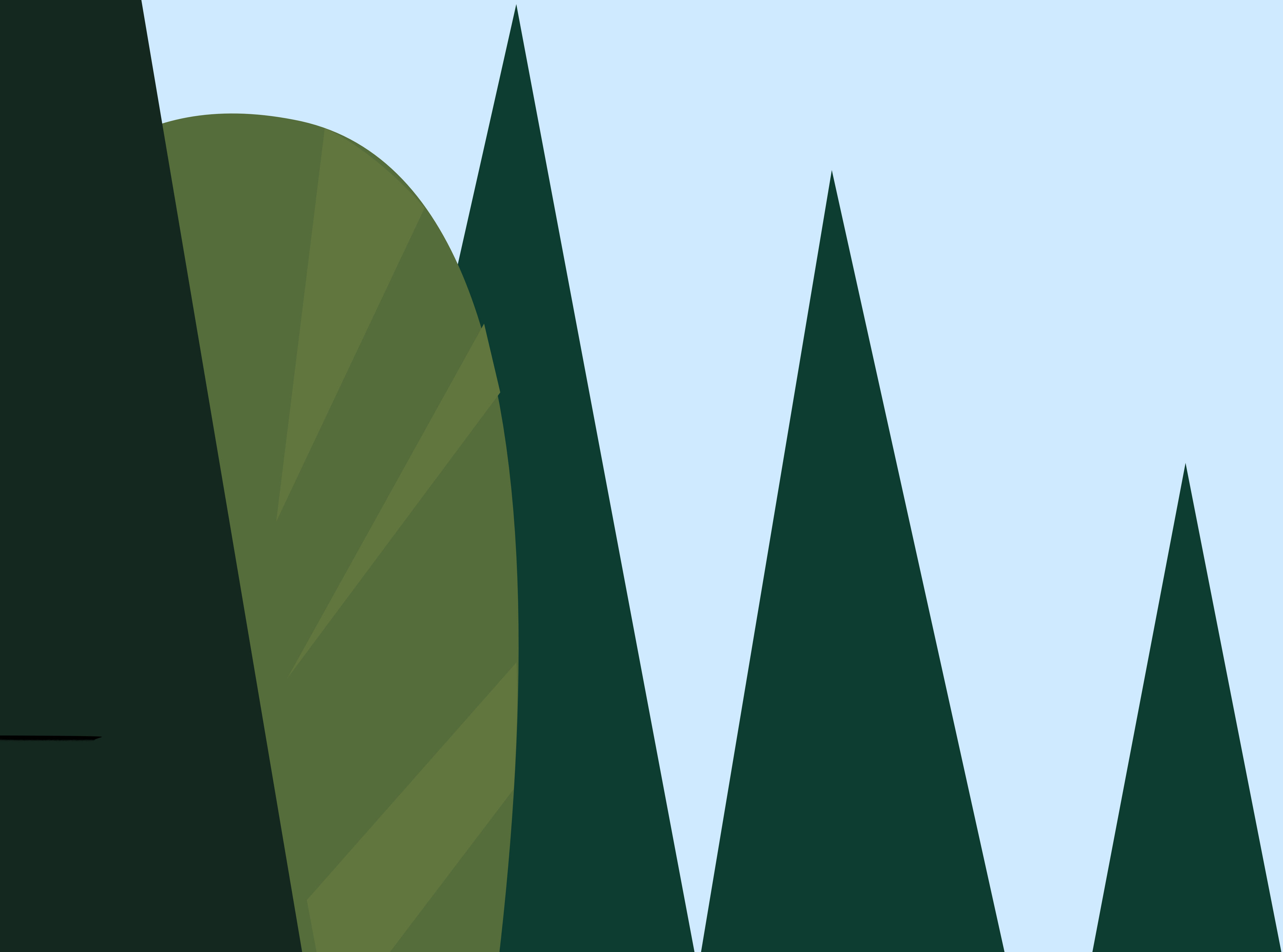
Virtusa played a vital role in helping one of the most influential healthcare payers take full advantage of Salesforce Experience Cloud and Marketing Cloud.

From improving notifications on prior authorizations and claims, to providing updates on support cases, the healthcare payer is now equipped to provide knowledge and support to customers who need it most. This demonstrated success is just one example of the commitment and dedication Virtusa brings when helping all clients reach their goals. Virtusa has helped this global healthcare payer bring thousands of Salesforce users live, and they have plans to continue expanding throughout 2021.





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Whether it's streamlining the customer experience or empowering customers with more knowledge, Virtusa has the expertise and dedication to help you leverage Digital 360 and transform your business.

[Discover the power of Digital 360.](#)



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About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social and artificial intelligence—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com

About Virtusa

Virtusa Corporation is a global provider of digital business strategy, engineering, and IT services that helps clients change, disrupt, and unlock new value through innovation and engineering. Virtusa's healthcare and life sciences practice pushes boundaries by pioneering solutions that address the changing needs of payers, providers, medical device manufacturers, pharmaceuticals, and government organizations. Their exceptional quality in digital engineering and transformational IT capabilities diminish worries about increased cost of care, industry consolidation, and regulatory compliance.

