According to the Aberdeen Group, "Use of [visual engagement solutions] provides agents with the right tool to observe customers' issues firsthand and reach a swift resolution. This explains why... users enjoy greater... agent utilization and positive word-of-mouth across social media."[1]

At the Point Where Healthcare Meets Customer Care, Glance Innovates

Innovative healthcare organizations use Glance visual engagement solutions to transform patients' online experience. Use of visual engagement solutions allows customers and providers to connect instantly, sharing an online view for immediate understanding and quick problem resolution.

People are increasingly going online to handle healthcare tasks like enrolling in plans, submitting claims, and accessing benefits online. Yet according to a study by Strategy&, only about half of healthcare users are satisfied with their overall consumer experience.

Healthcare institutions have recognized it's time for a change. That's why they are turning to Glance's secure visual engagement solutions. With visual engagement, they can instantly collaborate with patients, members, partners, caregivers, and customer service teams any time, across any device.

Glance's smart, patient-centric solutions combine cobrowsing, screen sharing, and agent video to improve productivity while lifting customer satisfaction through more personal interactions.

Glance enables healthcare institutions to:

- Expedite enrollment
- Protect patient information
- Simplify beneficiary transactions
- Share new offerings
- Improve customer engagement

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Step One: Get On the Same Page

Helping customers navigate complex healthcare and enrollment processes converts frustration into satisfaction. In fact, the Affordable Care Act Tracking Survey shows that adults who received personal assistance were nearly 20% more likely to enroll in an insurance plan online (compared to those who didn't receive personal assistance).

Glance visual engagement solutions let agents provide instant, personalized onscreen guidance, while reducing stress and building long-term loyalty. Glance allows agents to view the actual screen the user is looking at. Sharing a view eliminates the verbal exchange that often precedes traditional customer support sessions (such as, "What do you see on your screen?" or "Can you find this field?"). Reducing the amount of "back and forth" lifts customer satisfaction and agent productivity at the same time.

Glance empowers agents to visually augment verbal guidance by circling, highlighting, and clarifying how to fill in fields directly on the user's screen. Eliminating guesswork makes each session feel like a team effort, reducing frustration at both ends of the connection.

Step Two: Protect Patient Information

There is no more sensitive data than patient health information. Preserving privacy and security is paramount.

Glance provides a number of safeguards to protect private information. For example, Glance:

- Gets permission before an agent can to see the screen
- Blocks agents from seeing beyond the relevant window and masks personal user information from view of the agent

Glance also meets the requirements of HIPAA Business Associates compliance for transmitted data.

Step Three: Humanize the Interaction

Glance's optional one-way agent video lets patients see—in real-time—the agent they are working with. One-way agent video humanizes the interaction. The nurturing, personal connection that is made defuses otherwise stressful situations.

Video-supported customer service is becoming a standard in industries where complex offerings are prone to generate longer sessions. Providing a full visual experience has been shown to shorten time-to-resolution—a top priority for most organizations.

Customer service agents note that video interactions encourage them to stay "on their game" when engaging with users. Given the importance of the information, needs, and concerns involved, healthcare service sessions are often at the high end of the "serious scale" for users. Here, a personal visual experience builds customer confidence while minimizing confusion.

Summary

Top-quality healthcare demands top-quality customer care. According to the Aberdeen Group, "Use of [visual engagement solutions] provides agents with the right tool to observe customers' issues firsthand and reach a swift resolution. This explains why... users enjoy greater... agent utilization and positive word-of-mouth across social media."[2]

Successful online interaction with healthcare users calls for a new level of engagement: visual, secure, privacy-based, and highly personal. Glance enables healthcare companies to provide an intimate customer experience, increasing user satisfaction, loyalty, and agent productivity.

In other words, Glance enables healthcare organizations to take customer engagement to a completely new level.

For more information or to learn more, email sales@glance.net or call 1-888-945-2623 (USA) or +1-781-316-2596 (international).

1 http://go.americanwell.com/rs/335-QLG-882/images/American_Well_Telehealth_Index_2017_Consumer_Survey.pdf: http://go.americanwell.com/rs/335-QLG-882/images/American_Well_Telehealth_Index_2017_Consumer_Survey.pdf

2 Guide Customers to Grow Your Own Success, Aberdeen Group, 2015.

About Glance Networks

Glance transforms the customer experience by enabling visual engagement for today's enterprise. We are one of the world's simplest, most reliable and secure solutions that enable companies to see, show and share anything online, creating a frictionless path to great experiences in sales, support and customer service. The result is improved customer satisfaction, long-term customer loyalty and increased revenue growth. From financial services and healthcare to retail and travel and leisure, even the most advanced technology and SaaS organizations—we transform the customer experience for today's business.

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