



Second Edition

Customer Voices in Healthcare Report

The Eddy Effect™: Solve Disruptions in
the Customer Journey

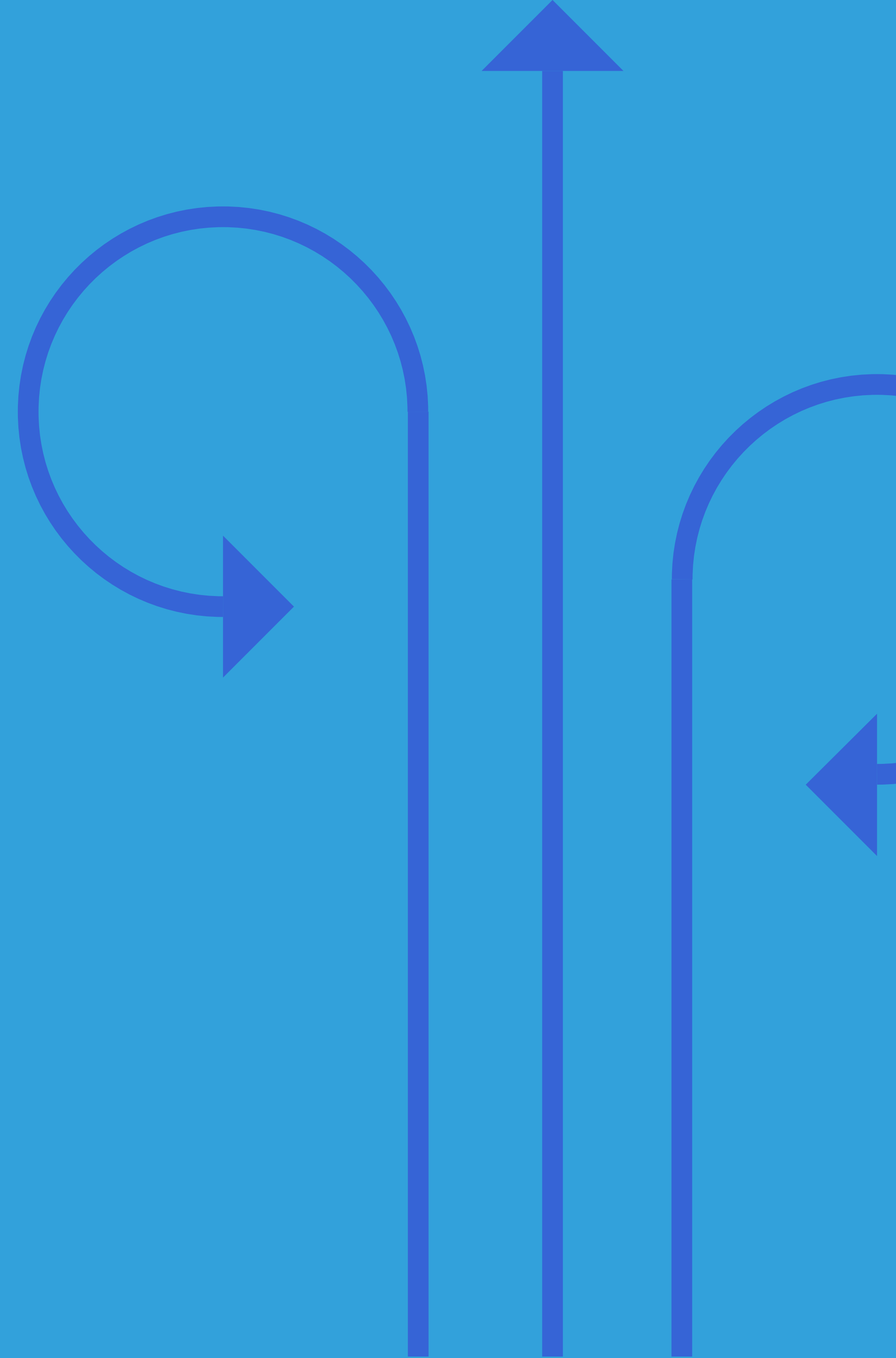
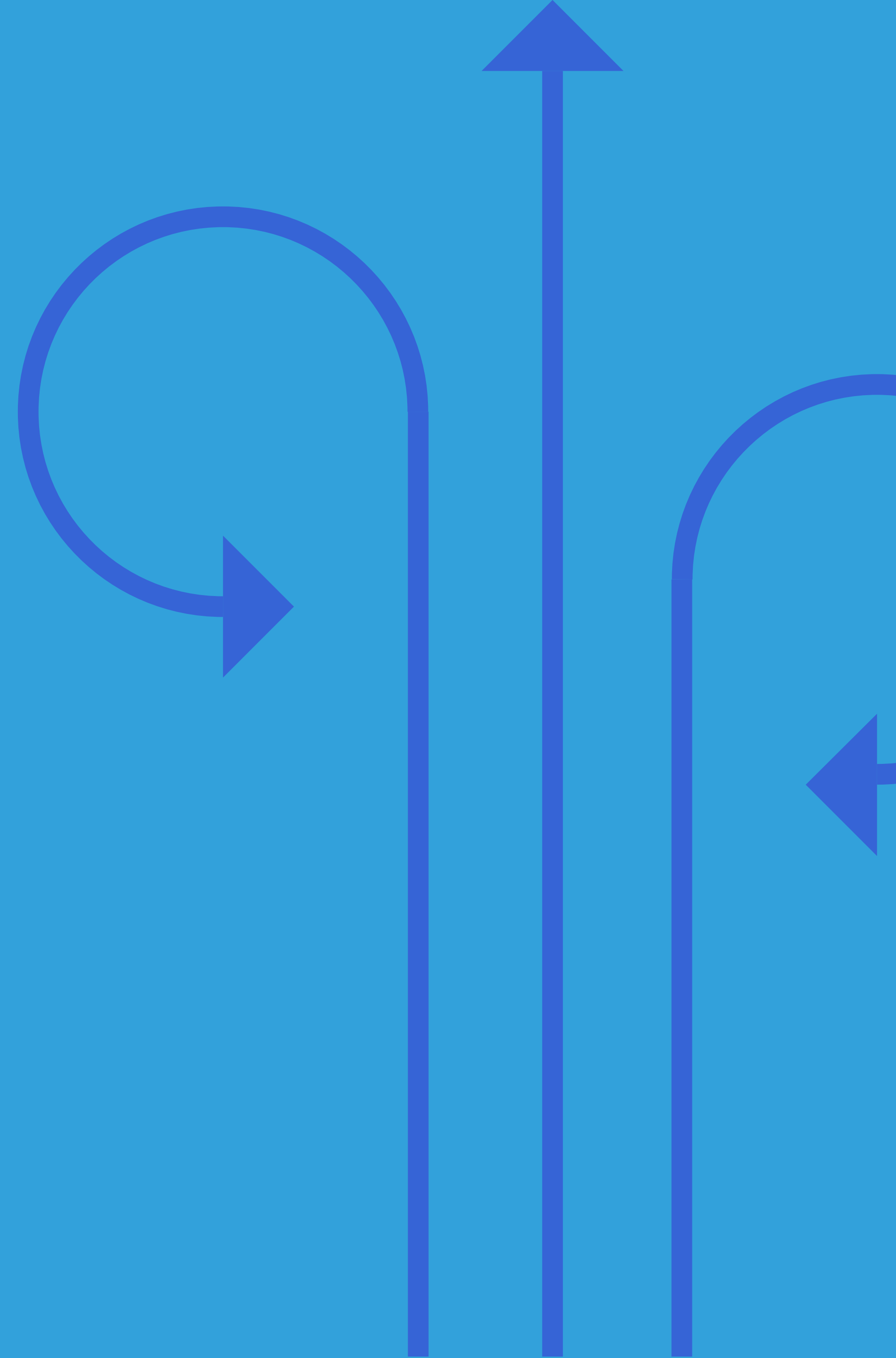


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Are you listening?

Your customers are sharing hidden barriers, motivators, and frustrations in their daily interactions with your brand and your team. These insights provide organizations transformational approaches to strategically improve their service and care.

Healthcare leaders can no longer afford to ignore these clues customers are sharing. **Listening matters now more than ever.**

“Your recorded greeting says these calls are recorded for quality purposes...does anyone actually listen to these?”
- Healthcare Customer

We need to understand what customers are saying and how our teams are responding so we can better support both our customers and the agents who serve them. [In the previous edition of this report](#) we identified five trends that were top of mind for healthcare consumers by leveraging customer data gathered by Authenticx.

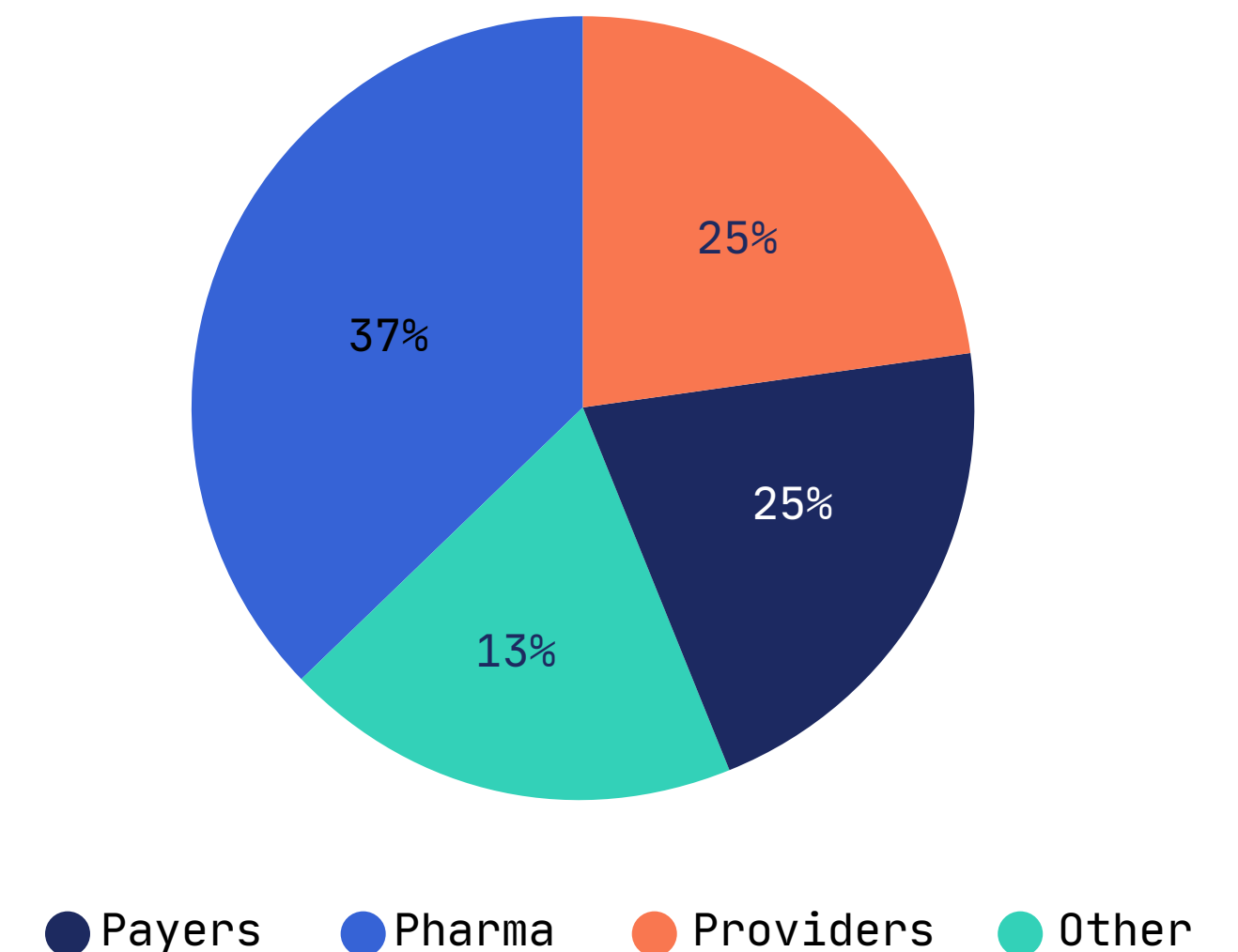
Unsolicited Customer Feedback in Healthcare Trends:

1. Communication breakdown in status updates from healthcare stakeholders informing patients on their case
2. Complicated healthcare business processes are confusing customers
3. Flexible problem-solving empowers call center agents and is appreciated by customers
4. Economic instability is high, particularly due to the COVID-19 pandemic's impact on customers
5. Agents were unprepared for the increase in heavy topics callers shared due to COVID-19 which led to lower agent empathy scores

In this second edition, we break down disruptions in the customer journey. **We call this the Eddy Effect™.**

Trends were derived from millions of customer interactions Authenticx analyzed in 2021. For this report, over 50,000 interactions were further examined to demonstrate how pervasive disruptions in the healthcare customer journey continue to be.

Insights by Industry



What is the Eddy Effect™?

Daily, one-fourth of healthcare customers are stuck in their customer journey.

Just like a river eddy interrupts the main water current and pulls objects into an ever-spinning whirlpool, customers are getting stuck and being forced to return to your company over and over again in order to overcome the obstacle.

The Eddy Effect occurs when a customer's desired or expected experience is disrupted by an obstacle that causes the customer to feel "stuck" in a problem, leading to customer attrition and churn.

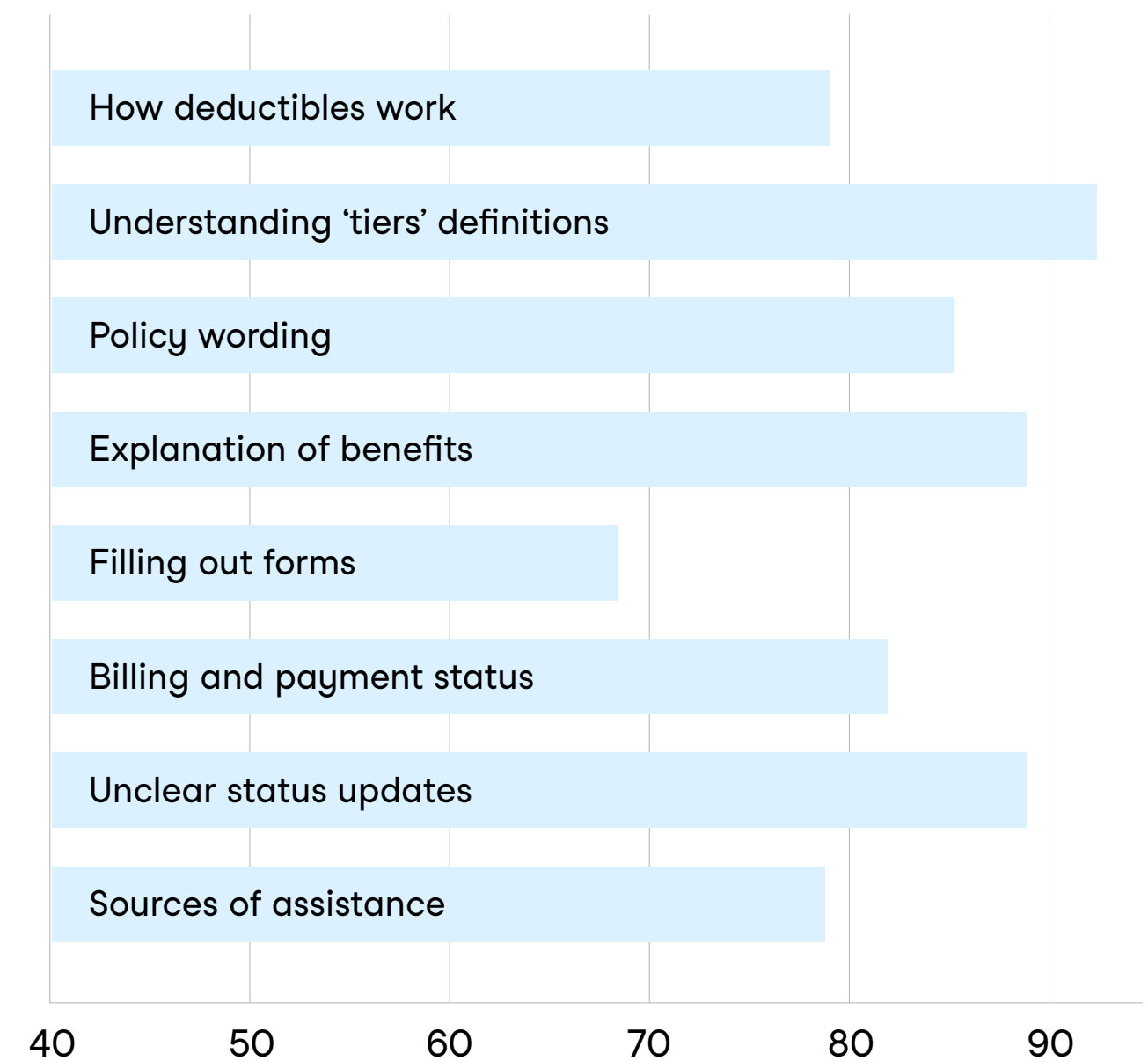
Eddies generate waste and tremendous frustration. During a customer conversation, examples of an Eddy sound like: "This is the third time I've had to call about this," or "I got a call that you would get ahold of my doctor and haven't heard anything since." Company resources then need to be spent resolving problems that never should have occurred in the first place.

When organizations find customer journey disruptions, they face:

- A strong leading indicator of customer attrition and churn
- Low customer satisfaction in service and care
- A huge detractor that negatively impacts sentiment, customer retention, and loyalty
- Gaps in patient care and confusion in things like prescriptions, treatment, or status updates
- A need to spend company resources that never should have occurred

[Learn more about the Eddy Effect.](#)

Top themes causing customer confusion on the complexity of healthcare



Healthcare is Currently Stuck

Unfortunately, it's not just individual customers who get stuck in an 'Eddy,' but whole segments of the healthcare industry from hospitals to insurance providers to pharmaceuticals and everywhere in-between. We feel the giant swirl both patients and providers face when trying to navigate next steps in patient care.

While there are different nuances, regulations, and roles each of these segments play, they are also interdependent and interface with the consumer, which only adds to the swirl of confusion.

With access to millions of healthcare-specific customer interactions month over month, we found that on average 25% of interactions demonstrated an Eddy Effect where the customer was getting stuck. This leads to an average annual cost of \$3.8 million organizations are spending on agent time devoted towards resolving these disruptions. The industry presumes that consumers are already educated about the business of healthcare. But they're not.

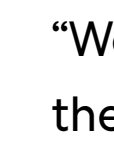
Top Eddy themes identified by patients in healthcare today:

- Status checks on overall health treatment, claims, and prior authorizations
- Confusion about billing and insurance coverage
- Program enrollment and form submission
- Gap of consumer knowledge in insurance and medical terminology leading to extreme confusion
- Overwhelmed emotions paired with the complexity of healthcare leads to frustration and uncertainty of next steps
- Re-doing work or waiting for updates due to needing to resubmit or send more information

Real Customer Voices



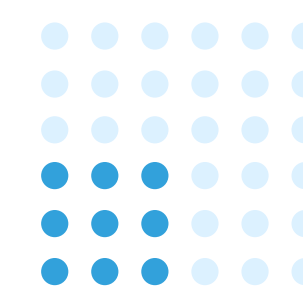
"I've been going back and forth between [insurance] and [pharmacy] all week long; then I was told my order was on hold..."



"Well you'd need to call [department] so they can help you."



"Yeah, I already did that three times and was told someone would call me back, they never did."



25% of of customer interactions indicated an Eddy Effect in 2021.

Your Customers are Desperate to be Heard

Understanding the raw, unsolicited frustrations your customers are facing is a critical way to prompt meaningful change. This year, Authenticx found on average 25% of patient interactions exhibited an Eddy Effect with patients facing obstacles such as refill confusion, payments barriers, and coverage approval.

“Customer listening is the most powerful tool to reconcile the mission critical gap between what companies want to hear from customers and what customers want companies to know.”

KAREN MANGIA
Best Selling Author, Keynote Speaker &
VP, Customer & Market Insights at Salesforce

Understanding where people are getting stuck and facing ongoing confusion allows organizations to identify and fix the root cause of these frustrations.

From the millions of customer voices gathered this year, Authenticx derived themes shared in this report from a sample of 50,000 interactions.

This analysis surfaced the following insights:

14-31% of interactions by client were due to an Eddy Effect disruption

\$323,000 average monthly cost to resolve these disruptions

3.8 million in average annual costs to healthcare organizations when considering agent time and resources

60% of identified Eddies were attributed to status check calls on claims and general treatment from one Authenticx client

Common CX Disruptions in Healthcare

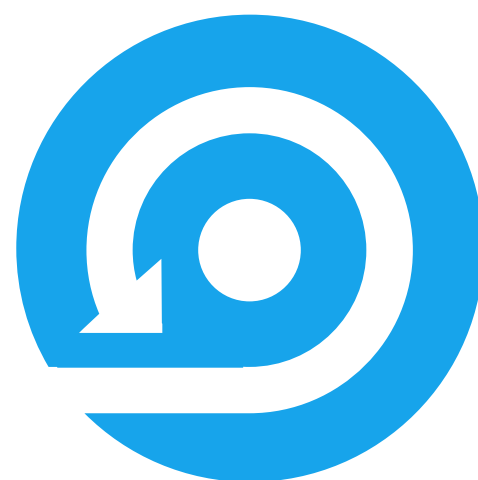
- Pharma**
 - Insurance benefit & coverage issues
 - Confusion about sources of financial assistance (ex. Copay cards)
- Providers**
 - Billing
 - Status checks for claims, prior authorizations, and general care plan
 - Confusion in healthcare business practices
- Payers**
 - Billing
 - Status checks for claims and prior authorizations

Take Action by Listening to Your Customers' Own Words

Your organization needs to be in the business of listening to customer conversations. Authenticx recently uncovered \$792,000 in wasted spend per month from identified Eddies for a single client. By diagnosing Eddies within the customer journey, you can identify the root cause of these issues and take action to directly respond to where customers are getting stuck in the process.

With actionable insights, organizations have the data they need to strategically tackle the top sources of customer friction.

The Eddy Effect



Next Steps to Take

1. Aggregate: Identify ways to listen to the customer experience at scale

- Invest in machine learning & AI tools
- Identify data sources that allow you to listen directly to the voice of the customer

2. Analyze: Diagnose the problem to help find a solution

- Use customer voices to guide your plan
- Leverage qualitative analytics and human listening to identify actionable solutions

3. Activate: Take action

- Understand the story being told and where change needs to happen
- Deploy resources: new training, digital investment, user experience updates
- Track progress and gain new insights

Real Customer Voices



"It's so confusing. You guys make this really difficult for us to know."

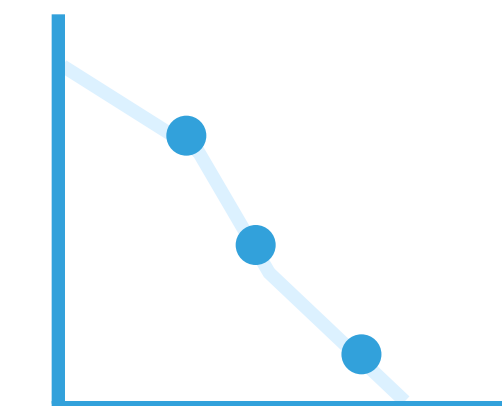


"It just seems like there have been times where between you and other organizations and all the back and forth that the ball dropped."



"So I need to call my doctor and find out what's going on?"

Eddy Effect Impact:



Negative brand perception

Low customer retention

Limited strategic growth

Get to the Heart of the Issue



Resolve Breakdowns Within Your Customer Journey

We are on a mission to help humans understand humans. Authenticix was founded to analyze and activate customer interaction data at scale.

Our goal is simple: we help healthcare organizations uncover hidden insights from customer interactions that take place every day. We'll help you combine existing customer interactions across call center data, texts, chats, emails, and more into one place so you can identify threats and opportunities for your organization.

If you're looking for a way to truly listen and see what's locked inside your customer interactions, Authenticix can help.

- Conversation speech analytics
- Machine learning and AI
- Qualitative insights
- Human analyst evaluation

Request a Demo

