



NTT DATA welcomed Dell Services into the family in 2016. Together, we offer one of the industry's most comprehensive services portfolios designed to modernize business and technology to deliver the outcomes that matter most to our clients.

Enhance Competitiveness and Profitability With Innovative Customer Solutions Tailored to Health Plans

Health Plan Customer Relationship Management Solutions by NTT DATA

NTT DATA Services
formerly Dell Services

Foster relationships that lead to greater loyalty, trust and member satisfaction

The healthcare industry continues to experience unprecedented changes due to the Affordable Care Act. To drive growth and retention in today's direct-to-consumer retail model, your health plan must adopt new strategies and technologies to capture the attention of a hyper-connected generation. At the same time, you need to be able to lower administrative costs and improve member outcomes to comply with regulations.

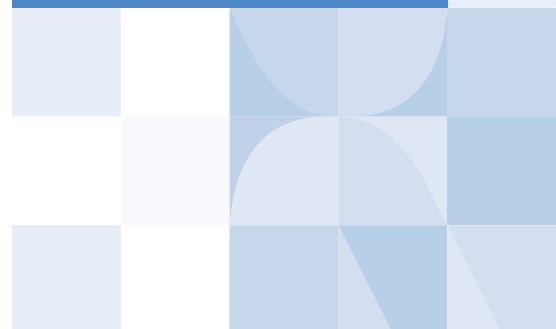
Health Plan Customer Relationship Management (CRM) Solutions by NTT DATA provide a full range of transformational technology and workflow processes to help you design and build effective consumer-centric campaigns, communication tools and educational outreach programs. We design our solutions with the end user in mind, allowing you to offer a superior user experience while engaging members in a collaborative conversation.

Our solutions include a CRM platform and integrated back-end systems with a vendor-agnostic and flexible approach, as well as social media integration. We help you implement the solution that fits your needs and budget today but with a vision and plan for future market demands.

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Take center stage in connecting with consumers and enable a single view of members to drive and manage all areas of sales, engagement, care management and customer service.
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A next-generation CRM for multi-channel success can help you:

- Improve productivity with increased collaboration between call center reps, brokers and third-party web channels
- Enhance member experience to increase loyalty and retention
- Improve member health literacy, engagement and wellness
- Drive outcomes excellence and reduce administration costs





To streamline collaboration between your marketing, sales and customer service departments, as well as for brokers and online third-party channels, our solutions provide comprehensive and centralized access to member information. Other features include:

- Consumer segmentation and utilization analytics
- Mobile applications to reach consumers anywhere, any time
- Social listening, intelligence, chats and collaboration tools to help identify and connect with potential loyal customers and brand champions
- Applications for profile creation, enrollment, online payments, claims, wellness management and feedback

Consumers expect anytime anywhere access to healthcare information. NTT DATA Services can help your health plan deliver the right message at the right time in the right channel.

Using our CRM platform you can create an engagement hub that brings all your member data together in one place. Our solutions span the entire lifecycle, from shopping for plans and enrollment to self-service and care management.

Engage with consumers in a personalized and meaningful way to expand into new markets with:

- An integrated end-to-end solution bringing together all your business relationships, including:
 - Brokers
 - Third-party ecommerce channels
 - Third-party partners
 - Inside sales
 - Inside support
 - Small and large groups
 - Individuals
 - Providers
- Comprehensive sales automation for:
 - Demand creation
 - Sales management
 - Tracking and reporting
 - Group setup and implementation
 - Renewal management
- Customer service and call center integration
- Predictive analytics to deliver personalized information to improve healthcare decision making

Lead and opportunity management

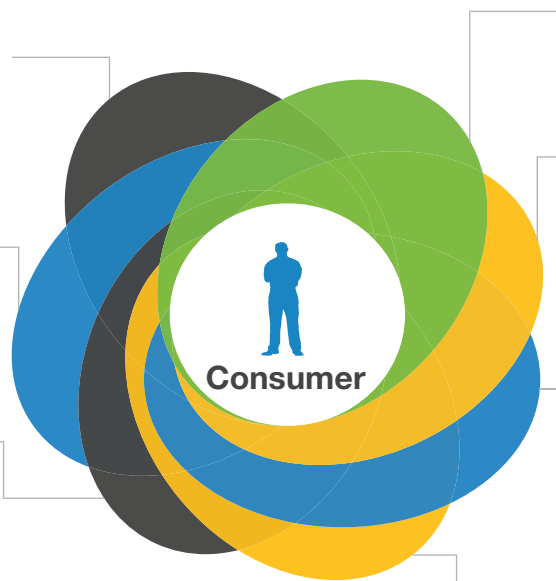
Improved management of prospects, sales opportunities, workflows and communications with a clear view of pipeline

Integrated quoting, enrollment and renewal management

Individual and group quoting, enrollment and renewal management within a single tool

Member experience/education and satisfaction

Tool to help consumers understand complex insurance jargon, choose the most appropriate plans and navigate the healthcare system throughout the year



Campaign management

Set up, execute and track your email, digital, direct mail and social campaigns

Automated workflow and activity management

Streamline multiparty tasks, enhance security of asset handoff and document processes to increase efficiency and ensure process auditability

Internal and external partner collaboration

Improve workflow and coordinate resources for marketing, sales, services brokers and other third-party partners

Profile management

Hierarchical relationship management for brokers and member profiles

Our Health Plan CRM Solutions offer an end-to-end integrated approach to the entire member lifecycle

Visit nttdataservices.com to learn more.

NTT DATA partners with clients to navigate the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. We're a top 10 global IT services and consulting provider that wraps deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

