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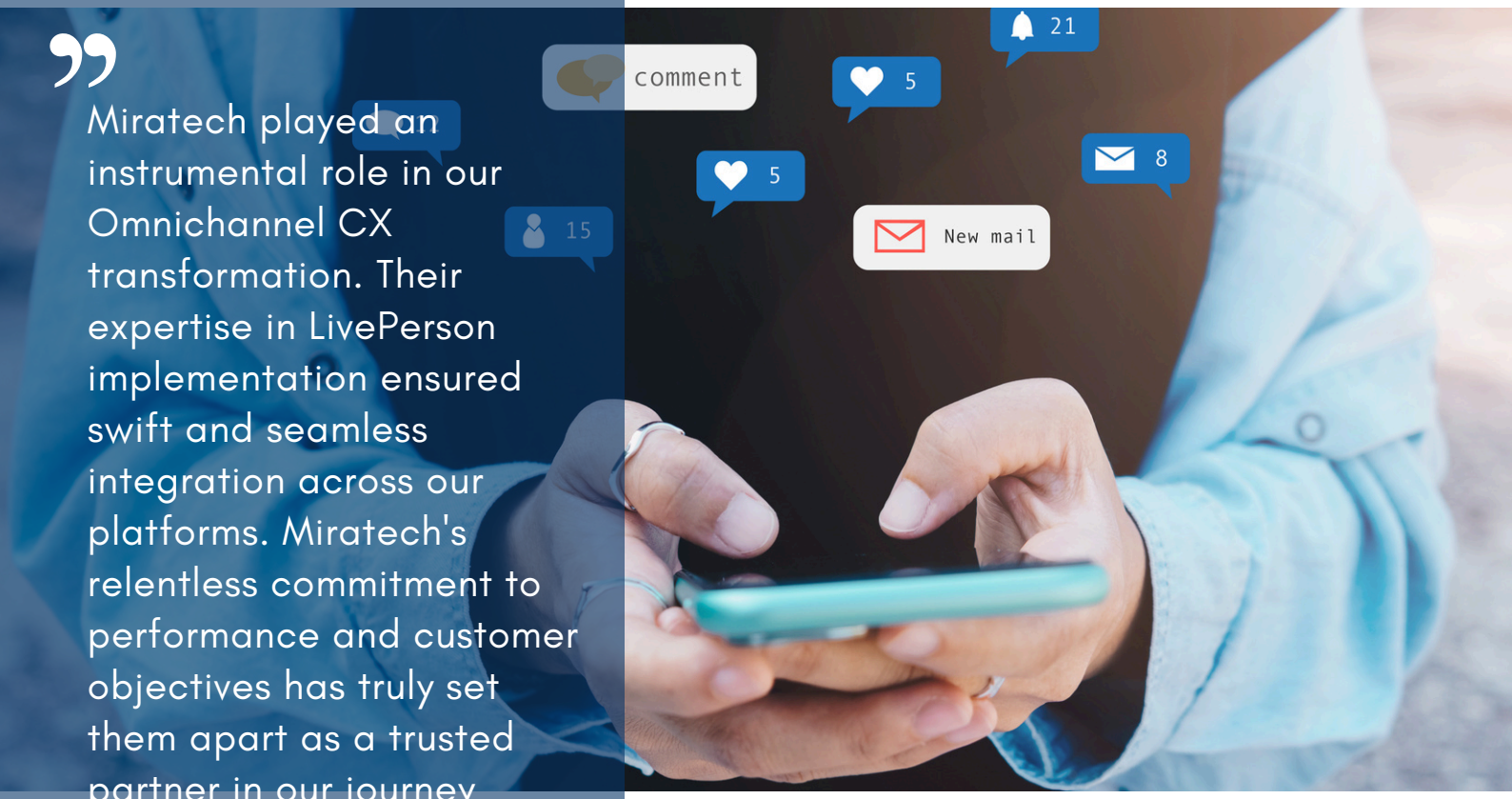

> Miratech played an instrumental role in our Omnichannel CX transformation. Their expertise in LivePerson implementation ensured swift and seamless integration across our platforms. Miratech's relentless commitment to performance and customer objectives has truly set them apart as a trusted partner in our journey towards CX excellence.
>
> Senior Director

OVERVIEW

Miratech partnered with a US leading healthcare giant to drive their Omnichannel Customer Experience (CX) transformation to a new level.

The client wanted to implement LivePerson (LP) chat and messaging functionalities across web and mobile platforms to enhance client services, loyalty, and reduce dependency on human agents.

AT A GLANCE

CHALLENGES

- Legacy systems delaying CX transformation
- Initial implementation roadblocks
- The need to reduce call volumes
- The pressure to adopt AI technology

OUTCOMES

- Swift LivePerson chat implementation
- 42% increase in containment rate
- 32% reduction in agent workload
- Enhanced client satisfaction
- Cost savings via technical expertise

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OMNICHANNEL CX TRANSFORMATION FOR HEALTHCARE GIANT

OBJECTIVE

The primary objective was to **seamlessly integrate LP chat** into the CX platform, aiming to decrease call volumes, enhance client satisfaction, and align with industry trends towards AI-powered solutions.

CHALLENGE

The healthcare company faced challenges **transitioning from legacy systems to modern** Omnichannel CX solutions. Initial attempts encountered roadblocks, prompting their collaboration with Miratech. The key challenge was to **implement LP chat effectively** within a tight timeframe, mitigating service disruptions, and ensuring a smooth migration.

SOLUTION

Miratech gathered requirements from the business teams and started designing a comprehensive CX solution. Leveraging agile development methodologies, Miratech facilitated **rapid implementation** across the client's Lines of Business (LOBs). Technical expertise reduced reliance on external support, **enhancing efficiency and reducing costs.**

RESULT

Within four months per LOB, Miratech successfully implemented LP chat, achieving remarkable results. Post-launch, the client witnessed a **42% chatbot containment rate**, a tenfold increase from previous levels. The **agent workload was reduced by 32%**, signifying improved operational efficiency. There was an increase in client satisfaction due to smoother interactions and quicker issue resolutions.

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