

Streamlining data handling and driving informed decision making

Overcoming legacy system challenges and empowering
productivity with Alteryx



A leading **healthcare solutions provider sought to enhance productivity in data handling and leverage insights from it**. Challenges in their existing system included comparing premiums with real-time effects, making predictions from disparate sources, and difficulty in identifying potential leads. Our solution utilized Alteryx workflows to estimate health insurance costs and perform lead scoring, streamlining processes and empowering informed decision-making. The impact was significant, with faster diagnostic model creation, a reduction in analytics process time, and improved efficiency through industrialized machine learning and low-code capabilities.

The Objective:

Enhancing productivity and leveraging insights from data

The client aimed to enhance their team's productivity in data handling and leverage insights from it. The objective was to streamline the manual data management process and empower business users, domain consultants, data analysts, and data scientists with efficient data engineering, predictive analytics, and business intelligence capabilities.

The Solution:

Streamlining processes with Alteryx workflows for efficiency and insights

For the task of estimating health insurance costs, the implemented solution involved utilizing an Alteryx workflow. By leveraging medical cost data and relevant features such as age, medical history, chronic diseases, and physical characteristics, the workflow enabled the calculation of health insurance costs for customers. This allowed insurance providers to effectively price the risk associated with policyholders, providing valuable insights into the health and other factors affecting premium prices. Alteryx served as a comprehensive platform for data gathering, pre-processing, and predictive modeling, streamlining the process and empowering the client to make informed decisions regarding health insurance costs.

The Challenge:

Overcoming legacy system limitations and data-related obstacles

The client was facing many hurdles that were responsible for slower growth. There were challenges on the European language B2B trading portal and a long pending duplicate order issue with Middleware. There were also roadblocks in utilizing Conga (Apttus) CLM for an automation initiative to reduce the licensing cost and improve client security. With the current B2C system and the new retail POS not synced, customer satisfaction was at stake





In addition, the solution addressed lead scoring for the company. Using the Alteryx workflow, various data points such as lead origin, lead source, website activity, lead quality, and profile were considered. This facilitated the assessment of potential leads by assigning a score that predicted the likelihood of conversion. By consolidating data gathering, pre-processing, and prediction tasks within Alteryx, the workflow provided the company with a comprehensive solution for lead scoring. This enhanced the efficiency of lead assessment processes and enabled data-driven decision-making to optimize lead conversion rates.

The Impact:

Improved efficiency, enhanced collaboration and enhanced decision-making capabilities

Our solution delivered a significant impact, enabling business users and data scientists to create diagnostic models **20 times faster while reducing a 100-hour analytics process to just 2 minutes**. Through our intuitive AutoML tool and Alteryx platform, we achieved up to a weekly **44% reduction in data prep. effort**, accelerated data blending, and generated valuable analytic insights. By industrializing machine learning across the enterprise, leveraging an advanced analytics platform, and empowering users with low-code/no-code capabilities, we drove business value through streamlined processes, enhanced collaboration, and increased efficiency.

