

Total Experience: The future of healthcare payer engagement

Driving engagement through
intelligent, integrated journeys



Overview

Health plans today are under immense pressure to enhance member satisfaction, reduce operational inefficiencies and keep pace with rapidly changing regulatory and consumer demands. Despite 64% of payer-facing staff recognizing the need for better experiences, fragmented systems remain a major barrier, underscoring the urgent need for transformation.

HCLTech's **Total Experience** solution empowers health plans to elevate every touchpoint—across members, providers, brokers and employees—into a unified, intelligent and responsive experience.

Solution details

HCLTech's Total Experience is a digital transformation platform designed to unify systems, simplify workflows and personalize interactions at scale for healthcare payers.

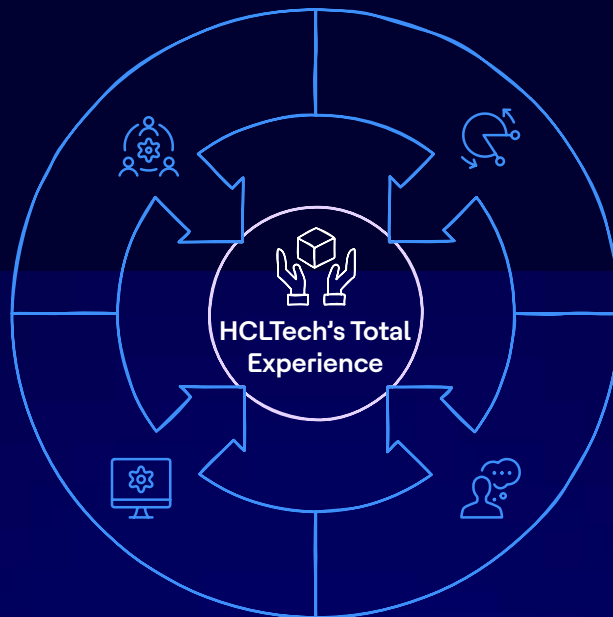
Key features include:

Real-time personalization:

71% of members expect personalized engagement, and Total Experience empowers contextual interactions tailored to their health history, coverage needs and preferences

Technology modernization:

87% of payer organizations consider modern platforms as critical and HCLTech enables modernization across digital front doors, CRM and self-service portals



Connected journeys:

Seamlessly integrate enrollment, eligibility, claims, care management and customer service systems to ensure consistent member and provider experiences

Collaborative ecosystem:

Total experience empowers cross-functional health plan teams (clinical, operations, IT and marketing) to co-create innovative solutions and improve time to market for new plans and services

Differentiators

HCLTech Total Experience is uniquely positioned to help health plans differentiate in a crowded, value-driven market.



Enhanced customer experience

Consistent journeys:

Seamless experiences across every touchpoint

Personalized interactions:

Tailored to individual needs and preferences

Faster time to market:

Launch new products and services rapidly



Improved operational efficiency

Streamlined processes:

Eliminate bottlenecks and reduce manual tasks

Reduced costs:

Optimize resource allocation and minimize spending

Enhanced collaboration:

Break down silos and foster teamwork



Increased innovation

Empowered teams:

Employees actively drive innovation and product development

Faster time to market

Launch new products and services ahead of the competition

Reduced risk

Mitigate risks associated with digital transformation initiatives

Total Experience empowers organizations to:



Deliver exceptional customer experiences



Streamline operations and reduce costs



Drive innovation and maintain competitive edge



Success stories



Member portal modernization boosts engagement and efficiency

Southeastern US-based Blue, in partnership with HCLTech, modernized its member portal using the Total Experience platform, resulting in a 20% increase in users, 9% more visits and a 19% reduction in service calls through improved engagement.



Streamlined access and care through digital transformation

Southern US-based Blue, in partnership with HCLTech, streamlined their account management using the Total Experience platform, enabling personalized care, bill payments and omni-channel access—enhancing member convenience and engagement across all touchpoints.

HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to more than 223,000 people across 60 countries, delivering industry-leading capabilities centered around digital, engineering, cloud and AI, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending March 2025 totaled \$13.8 billion. To learn how we can supercharge progress for you, visit hcltech.com.

hcltech.com

