

Customers Like Their Plan, but Don't Like Their Provider



Americans and Health Insurance

60%

think their insurance plan is an excellent or good value

50%

do not have a favorable opinion of their insurance provider

Source: "EmployeeBenefits Advisor," April 1, 2016

What Americans Know about Insurance

54% Think choosing a health plan is more complicated than solving a Rubik's cube

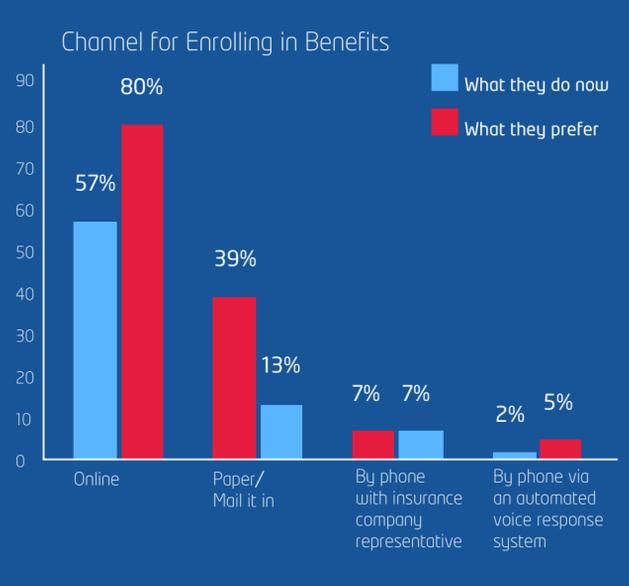
39% Cannot correctly define "deductible", including 49 % of all Millennials

46% Spend two hours or more online choosing a health care plan

50% Think an online cost comparison tool would make it easier to choose a plan

Source: "ConnectedHealth News", October 2015

How Americans Enroll in Benefits



Source: "Workplace Benefits Studies", Guardian 2015

Take the easy route: Choose the same benefits year after year.

\$750

Wasted annually: On average per person from making a bad choice.

90%

Source: "Engaged Employees," Metlife, 2013



2013 - 16% Americans had at least one healthcare app on their smartphone

2015 - 32% had at least one, as millennials embrace wearable technology for healthcare

Source: "Trends Shaping Digital Health," HIT

ROI of Engagement for Employers



45%

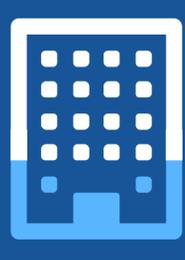
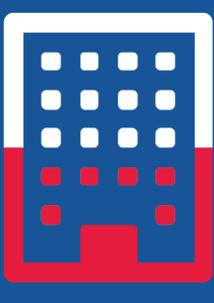
Engaged employees are more satisfied with their benefits.



21%

Engaged employees are more likely to recommend their company as a great place to work.

45%



34%

Engaged employees are the result of good customer experiences before and during the Open Enrollment process.

46%



22%



Source: "Engaged Employees," Metlife, 2013

ROI of Customer Experience for Healthcare Insurance Providers

CX

for



over



=



Modest improvement

Average \$1B company

3 Years

Additional revenue \$587 million

Source: "The ROI of Customer Experience," The Temkin Group, 2015

Improve Your Customer Experience Now with Cyara



Load Test:
-Changes to your IVR
-For high call volume



Monitor:
-Identify issues real-time
-Know your system is up

Contact hello@Cyara.com today, and be ready for Open Enrollment 2017!