

INTERACTIVE AI AVATARS FOR MEMBER RECRUITMENT

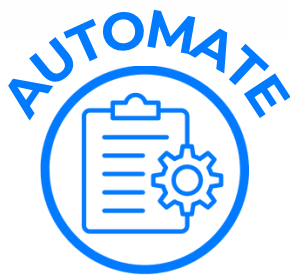
Boost Revenue and Reduce Operational Costs Effortlessly



259% INCREASE IN INTENT TO PURCHASE WHEN USING AN AVATAR



- **Greets** members to initiate conversations
- **Location-based** kiosks
- **Self-service** 24/7 engagement
- **Multilingual** options



- **Efficiently** handle repetitive inquiries
- **Reliable**, compliant content
- **Reduce** errors and inconsistencies
- **Operate** without extra staffing



- **Collect** insights on member interactions
- **Support** continuous improvement
- **Identify** common inquiries and issues
- **Adjust** communication for ongoing enhancement



MASSACHUSETTS

"The top 3 most valuable elements of using HealthPlanAI Avatars is Accessibility & Presence, Customer Satisfaction and Convenience."

Chris Chrisanthopoulos, Senior Director & Alex Stathopoulos, Field Service Executive, BCBS of MA

Empathetic Interactions Through a Variety of AI Avatars

