



Healthcare Sales and Retention

Drive growth, retain members
and make informed decisions
with analytics driven business
intelligence



Introduction

Many healthcare companies face challenges in hiring, training and ramping up licensed sales and retention teams to support customers. Finding qualified candidates that understand your culture and adhere to all compliance and regulatory standards can be costly. Instead of managing this process internally, clients recognize the value of leveraging enterprise capabilities from a partner with deep domain experience in this market space. They need an ally whose licensed agents become an extension of their own team and deliver higher quality and better results.

How Wipro's HealthPlan Services Help

Wipro's HealthPlan Services (Wipro) has partnered with Medical, Medicare and Ancillary payers for over 45 years, helping them hire, train and manage elite sales and retention teams while providing flexible and competitive support and financial models. This experience helps tackle the many challenges facing healthcare companies in acquiring and retaining customers. Wipro understands the importance of ramping up support during

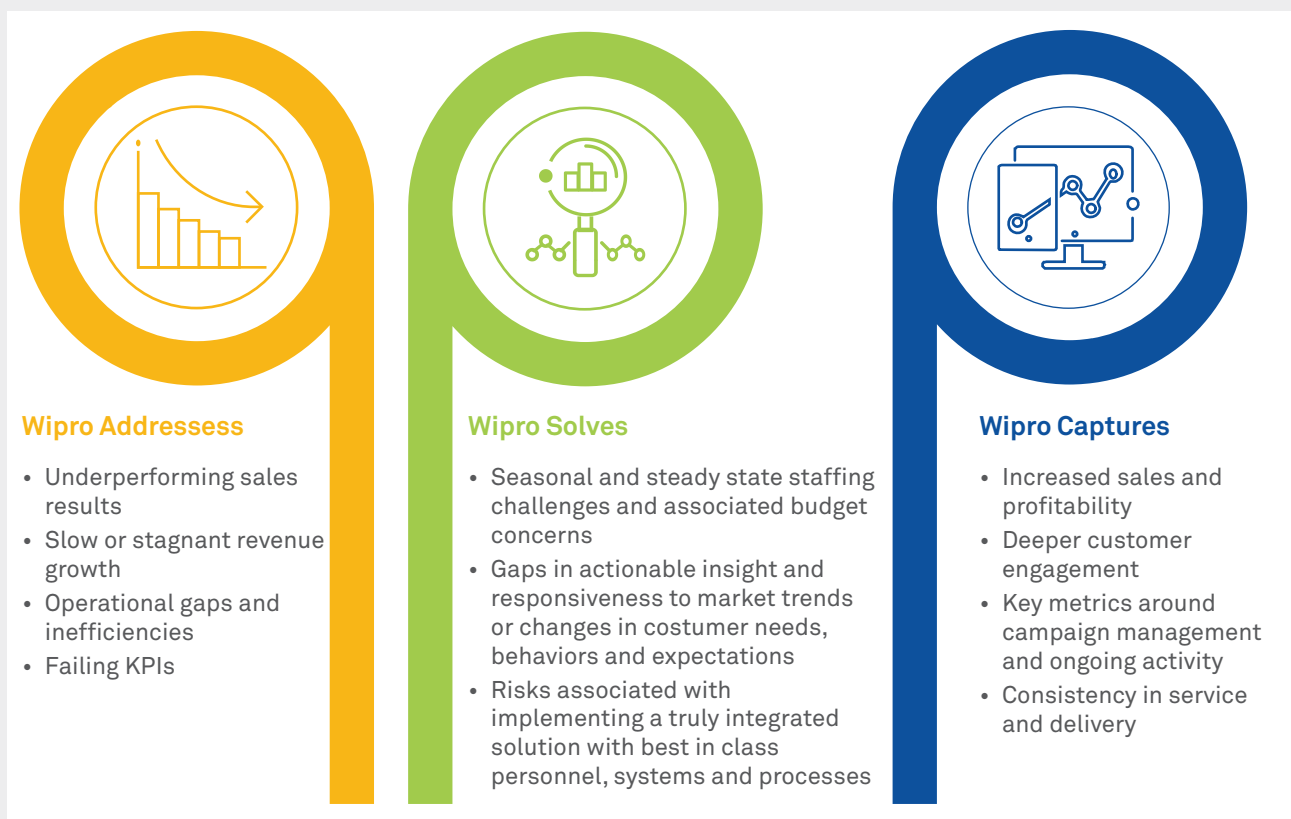
annual open enrollment periods and maintaining a balanced and steady state presence throughout the year.

Results driven licensed agent teams backed by quality monitoring and workforce management tools are already in place, giving Wipro proven ability to scale for new clients by:

- Providing speed to market with teams that can be up and running productively in 60-90 days
- Leveraging a proprietary CRM solution customized to your specific business needs
- Tracking customer interactions and touch points throughout the member lifecycle
- Introducing a powerful campaign management tool for organizing, segmenting, targeting and reporting results

Our Approach

Wipro takes a client-centric view because each partner has unique issues to address, problems to solve and opportunities to capture. We work closely with your team to understand your goals and objectives and develop a program to exceed desired outcomes



Wipro's Value Proposition

Flexible Sales and Pricing Models

- Wipro has an existing National General Agency – accessing more than 25,000 independent agents and brokers around the country – that can provide incremental distribution to drive growth
- Wipro created its own direct-to-consumer sales model allowing products to be sold through our many affinity, association and lead generation relationships
- Wipro proprietary sales and retention teams provide dedicated licensed agents to support your specific product offerings only
- Financial options include fixed monthly rates, hybrid fixed & performance based pricing as well as pure variable cost/commission & override models

Talent Acquisition

Industry leading acquisition techniques and skill based evaluation practices allow for highly competitive compensation and retention bonus structures that attract the best candidates and reduces licensed agent churn

Campaign Management

A state-of-the-art lead management tool automates the process of tracking a lead from 'call to close'. Wipro stays on top of your campaigns with fully customizable, real-time dashboards that track KPIs. This sophisticated solution monitors indicators such as agent productivity, policy counts/premiums and product performance by market and can track unlimited campaigns

Planning and Forecasting

Wipro is experienced in high volume transactional forecasting through the use of proprietary weighted average modeling scales for seasonality and cycles resulting in 94% accuracy

Workforce Management

Wipro is highly invested in advanced command center practices and world-class technology that provide real-time split monitoring, achieving 99% of all SLAs

Operational Excellence

Daily focus on consistent balance of member experience and productivity yields a high degree of accuracy of information resulting in around 20% reduction in operating cost

Coaching and Development

Unique feedback practices focus on strengths and opportunities to achieve exceptionally high employee retention and growth

Your Partner for Growth

Leveraging over 45 years of domain experience in healthcare and through proven best sales practices and training, Wipro's provides industry leading results critical to your growth including:

- Speed to market: Ability to scale quickly and staff for seasonal and steady state
- Closing ratio of 30% above industry norms
- Enhanced persistency (8-10%)
- Experience in supporting multiple lines to drive increased cross-sales
- Best in class adherence/utilization

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