

Integrated Sales and Marketing Platform: Revana AQ360SM Overview for Healthcare

Competing for new members in a digital world

Since the Affordable Care Act, marketing to and acquiring customers in the healthcare industry has become a significant challenge because the end user is now the decision maker. At the same time, these decision makers are more informed, more mobile and more connected. They want a personalized on-line experience that quickly engages them in multiple channel options. This requires an ecosystem that enables "in the moment" engagement and sales.

An unbroken circle around the customer engagement

Revana AQ360SM is an end-to-end integration of online advertising and sales processes. It utilizes proprietary technologies (DSMM Advantage™) and processes to connect contextual data from a customer's online interactions to the routing/scripting and sales conversion process. Then, we bring sales data back to the online marketing team to improve optimization of online advertising – providing a continually improving 360-degree view of the customer. Results are improved engagement, member acquisition rates, retention and optimized media spend.

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Strategic capabilities and services

AQ360SM is a complete solution that includes:

- Online- and Device-Specific Personal-Driven Optimized Campaigns
- Analytic Bid Modeling and Segmentation
- Temporal 800# and Visitor Identification
- Unique Marketing Data Elements for Routing to Sales
- Automated Segment-Specific Routing, Scripting and Offer Presentation
- 360-Loop Ad Purchase Optimization Based on Sales Performance, Disposition and Call Data
- Real-Time Data Feed to Sales
- Sales Management – Context Based Personal Development

Benefits:

- Understand key value drivers for individual consumers based on their web browsing history
- More relevant clicks, more qualified leads
- Segment high- and low-value customers to maximize revenue generation and profitability
- Proprietary algorithm creates a Predicted Conversion Rate that calculates consumer's likelihood to convert leading to higher sales conversion

- Dynamic routing and scripting based on historical match rates, media variables and content consumption
- Craft custom user experiences and personalize content for deeper and more relevant engagement
- Bring same-day sales data to marketing making feedback loops between organizations more timely and relevant
- Allocate marketing/media spend by customer segment and media type

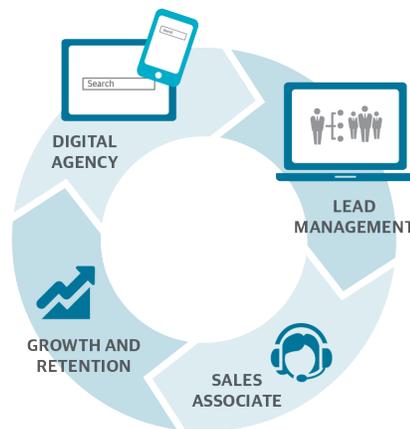
Partnering with health plans to create better customer experiences.

Revana AQ360

Our tools and proven methodologies optimize performance at every step through seamless data transfer and continuous analysis from search to sale.

More Relevant Clicks
Media optimization and relevant landing pages can increase leads by 20-60%

Higher Marketing ROI
Marketing efficiency can increase by more than 20%



Why TeleTech?

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech’s 46,000 employees live by a set of customer focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit teletech.com.