

CASE STUDY

From fragmented to seamless: A healthcare organization drives loyalty and ROI via a modern consumer experience

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<https://www.chartis.com/client-results/fragmented-seamless-healthcare-organization-drives-loyalty-and-roi-modern-consumer>

The vision

A large healthcare organization sought to modernize its consumer experience to improve satisfaction, loyalty, and operational efficiency. Fragmented processes, spotty performance metrics, and outdated technologies hindered critical consumer touchpoints. To truly transform, leaders needed a clear, strategically-aligned business case and roadmap to facilitate investment and prioritize improvements.

Co-creating the solution

Teaming with Chartis, the organization conducted an intensive review of its most critical consumer touchpoints. The team facilitated workshops to capture pain points and internal data, developed call center-specific performance benchmarks, and surveyed 2,000 consumers of other organizations to identify and benchmark desired experiences.

For each experience, the team developed an ideal-state journey map, a KPI framework to track success, and a business case outlining costs and benefits. The team also created a phased investment roadmap that prioritized quick wins and long-term opportunities.

Believe in better

The organization gained a clear, data-backed understanding of performance gaps and opportunities in its consumer journey. It's now armed with a phased plan built around key recommendations and a new operating model to sustainably focus on the consumer for the long term. As the organization invests in the most transformative initiatives, it anticipates savings from multiple sources, including administration, costs of care, and patient retention.

Meaningful outcomes

The organization's plan is expected to yield:

- **150%+**
ROI within just a few years of implementation
- **Significant savings**
through more efficient operations and improved engagement
- **Clarity**
on consumer expectations based on data-driven benchmarks

Building to better

To generate ROI by optimizing the consumer experience, organizations should:

- **EMPHASIZE HIGH-QUALITY DATA**
to build the business case
- **DEVELOP A SPECIFIC, ACTIONABLE PLAN**
to drive material and sustainable returns
- **EXECUTE, THEN ITERATE**
to cement transformation with continuous improvement

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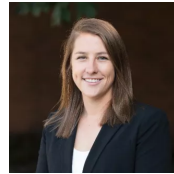
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