



Customer Success Story

Healthcare

Top American Healthcare Company Implements AI and Analytics Portal for Consumer Growth



Value Delivered

68%

Improvement in Productivity as a result of automation

>200,000

Additional Customer Growth Target

6 Weeks

MVP in action with full application ready in time for Open Enrollment



Challenge

Our client intends to build an AI and analytics portal to align with their growth strategies, which aims to leverage advanced predictive models and analytical solutions in the healthcare insurance domain.



How We Helped

- EIQ supports the complete data-flow with analytics to optimize the data insights by geography, segments and demography.
- Integrates GenAI and deep learning models for informed insights and provides ability to plan, execute and track effective campaigns.
- Leverages data science, machine learning and cloud technologies to drive informed decision making and optimize business processes.



EIQ Features Used



Process Flows



Data Flows



Gen AI



ML Flows



Decision Automation



Analytics and Reporting

EQ Platform Overview

End-to-End Intelligent Business Automation Platform



Process Flows

Automate enterprise workflows and create seamless customer and user journeys quickly.



Event Flows

Process and analyse events in real time to predict real-time threats and identify opportunities.



Decision Automation

Simplify complex decision logic to make accurate decisions in changing business environments.



Analytics and Reporting

Derive actionable insights for your business with robust analytics and present data in rich reports.



Business Rules

Define and update business rules quickly with audit trails to identify and track changes.



RPA

Leverage the power of non-intrusive, unified RPA



Data Flows

Handle structured and unstructured data with an easy drag-and-drop functionality.



ML Flows

Embed intelligence in the handling of process and data attributes using dynamic ML models.



Enterprise Connectors

Integrate with business-critical systems quickly using pre-built and custom connectors.



GenAI

Automate integrated text generation within process, data, or event flows using GenAI



Multi-channel Apps

Create dynamic web and mobile applications with new or pre-built templates that can work online or offline.



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