



CASE STUDY

# Healthcare Pioneer Transforms Consumer Experience

## Company Overview

Created to innovate customer experiences, Guidewell Connect is a full-service consumer, sales, marketing and engagement company with 700 employees dedicated to a consumer-first approach to transform healthcare and promote better outcomes and experiences.

## Challenges + Goals

GuideWell Connect needed a new way to scale its rapidly growing base of health-care insurers and providers across the nation who depended on the company to run multi-channel marketing campaigns. GuideWell's existing infrastructure made it difficult to scale across different business models, rapidly onboard new clients or easily support renewal efforts. As payers embrace a consumer-first approach and with a powerful financial incentive to improve member communications, GuideWell Connect recognized the need to support its partners with a single point of control for data, interactions and orchestration with which to run hyper-personalized, omnichannel campaigns for its customers and their members.

## Winning Solution

Using rgOne, which supports multi-tenancy and an open garden architecture, GuideWell Connect integrates all customer communications and campaign management through a single orchestration layer across the entire customer lifecycle: acquisition, onboarding, member engagement and retention/renewal. Platform scalability and insurance-specific customization capabilities enable rapid onboarding for a diverse partner community.

Partner organizations benefit from having full visibility into the customer lifecycle of members, which translates to highly coordinated and relevant multi-channel engagements, more effective onboarding and better retention. The Redpoint solution provides a future-proof architecture that embraces new technology innovations and an increasing number of consumer touchpoints in a way that yields a seamless omnichannel experience.



**Redpoint enables us to create complex communications through different channels, times and triggers to enhance each other."**

MIKE TASCHUK, Director, Marketing Client Operations, GuideWell Connect

Redpoint Global empowers brands to deliver highly personalized, contextually relevant experiences that optimize engagement and value. Redpoint solutions unify control over all customer data, determine next-best actions in real time, and orchestrate interactions across all touchpoints.

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## HIGHLIGHTS

**60%**  
reduction in onboarding costs and time to onboard

**25%**  
reduction in marketing operations costs

**600**  
multi-channel marketing programs supported

## GUIDEWELL Connect

