

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 the Redpoint CDP, 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.

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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

HIGHLIGHTS

60%

reduction in onboarding costs and time to onboard

25%

reduction in marketing operations costs

600

multi-channel marketing programs supported

GUIDEWELL Connect

