

## MANAGEMENT

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Service of NetXentry LLC

## CLIENTS

### Health Insurance



### Health Care



### Insurance



### Financial



### Retail



# INSURANCE

## FULLY AUTOMATED TELEPHONE VOICE CUSTOMER SERVICE



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### INSURANCE HIGHLIGHTS

- **SAVE!** guarantee 80% reduction in cost compared with using live telephone agents
- Customer Satisfaction: Use natural voice, no waiting on query, 24/7
- Very flexible, quick setup, real time reporting, data lookup and update, public and private data
- Self Service: policies, claims, accounts, payments, providers, eligibility, status, literature fulfillment, disease control

### ADVANCED TECHNOLOGY

- Speech recognition/generation  
Names, addresses, e-mails, PINs
- Search engine, directory/catalog/FAQ
- Telephone, Internet Interfacing
- Interfacing to legacy systems

### TRY BEFORE BUY CLIENT REFERENCES

Try Demo

[www.WebforPhone.com](http://www.WebforPhone.com)

# INSURANCE CUSTOMER SERVICE PAYOFFS

WebForPhone Platform helps Insurance Companies deliver enhanced personalized services through a professional voice-activated telephone. Insurance Companies add a conversational voice-access that attracts and retains customers while reducing costs in a matter of days or weeks, not months. From inquiries to billing and account management, customers can get self-service access to the information they need 24 hours a day. WebForPhone serves health, life or other types of insurance. Most popular services:

- **Policy Inquiry** – Speak your policy number to check your current account balance, last payment and benefit amounts
- **Provider Locator** – Speak your zip code and hear a list of the closest locations
- **Rate Quote Line** – Speak needs to check the current rate
- **Literature Fulfillment** – Speak your request and have the documents emailed, faxed or mailed to you
- **Claim Status** – Speak your account number and obtain the status of your claim. Update claim and appointment status from the field
- **Outbound Lead Generation** – Upload a call list and have our automated call ask a series of questions and capture a convenient date and time to speak to a representative
- **Reminders** – Confirm that a payment has been mailed and date of mailing
- **Eligibility** – Speak your ID and needs and hear available services

WebForPhone has been serving clients with capturing insurance transactions using automatic telephone answering and calling since 2002. ATIAM-TECH, producer of numerous insurance systems, participates in WebForPhone Insurance applications.

Our Insurance clients have been offering customers a great variety of products, with a variety of audience

responses and distributions. We have *detailed* knowledge on how to optimize effectiveness of calls. We perform analysis of calls. We gather statistics automatically, such as: how many transactions completed, hang-ups and where they occur in the call flow, reacting to specific prompts, etc.

Costs vary with products being offered and demographics of audiences. In all cases we experienced cost reductions of 80% or more as compared with cost of live agent call centers. We price usage of services based on volume of minutes used. The usage price varies from 20 cent/minute for a minimum of 3,000 minutes/month to 10 cent/minute when exceeding 100,000 min/month.

Customer satisfaction is paramount. We do not want to lose calls as compared with using live telephone call center agents. The transaction capture statistic varies with the product. Our target has been to do at least 90% as well as a live agent at less than 20% of cost. Remaining calls can be automatically routed to live agents.

The WebForPhone setup is also more flexible than using a live agent call center, in terms of starting with and adding features and services. Examples of features are: capturing names and addresses as well as email addresses and passwords, checking credit cards on-line, reporting to fulfillment activity, payments, etc. Cost of initial setup is in the range of \$1,000. They can be done in a few hours and the service immediately launched. Traffic is handled 24/7. We can handle hundreds of concurrent calls and expand our capacity without limit.



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