

Business Transformation  
for a leading American healthcare  
organization with

# Digital Foundation Services



## Overview

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The customer is a leading American managed eye health and vision care plan provider serving millions of members.

## Foundation

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- Digital Experience Management
- Digital Workplace Services
- Digital Operations
- Digital Infrastructure
- Digital Enterprise Security

## Business Objectives

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The customer wanted to become the most trusted vision care plan provider for its members. Guided by a singular goal of “Reinventing productivity” to empower the workforce, the customer wanted to create a seamless, integrated and simplified ecosystem that would boost productivity and sales.

The other key driver was designing and implementing an AIOps driven digital operations platform that would provide the speed and agility necessary to compete effectively with a rising tide of new age, digital enterprises.

# Challenges

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Though the customer wanted to leverage available technological enhancements to find ways to connect with loyal customers, it was facing some significant challenges:

- Low end-user productivity with no visibility in user experience
- Disparate systems inherited from 2 acquisitions were generating complexity in IT Infrastructure Management and Daily IT Operations
- Sub-standard experience on member on-boarding and claims processing
- Lack of an integrated and efficient IT service delivery was a major challenge in achieving a high level of customer satisfaction
- High Sev1 incidents for Tier 1 / Tier 2 applications (Outages) and high operations cost

All of this, combined with a legacy UX, impacted user experience negatively.

# Solution

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Zensar played role of trusted IT partner to help the customer formulate and execute their digital workplace and digital operations strategy. Zensar enabled a zero-disruption transition with hyper care support during an ongoing divestiture and annual enrollments.

## A Digital Experience Management

- Full Stack Transaction Visibility
- Improved Experience score

## B Digital Workplace Services

- Employee Experience Monitoring
- End-user engineering services
- Self-Heal and Self Help
- Healthcare aligned user persona based smart desk and smart field support

## C Digital Operations

- Automation and bots driven Digital Operations
- IT Infrastructure Managed Support Services
- 24x7 intelligent monitoring giving real-time visibility into business services and transactions

## D Digital Infrastructure

- Capex to Opex Model using private cloud infrastructure
- Datacenter Modernization

## E Digital Security

- Harmonized Digital Security posture by implementing MFT, IAM, EPS and SOC solutions
- Intelligent SOC services
- Adherence to HIPAA, PCI regulations & HITRUST certification

**Business aligned KPIs:** User Productivity index, User Experience Index, Bot effectiveness score, Business Services Availability, Apdex Score

# Impact

Our customer today has been able to deliver innovative services & products faster, not only capitalizing on market needs faster than the competition but also creating an unmatched bouquet of value-based offerings with improved IT Operations. Some key results enabled for the customer were:

- **3x Faster claims processing** and **2x improved user on-boarding**
- **User experience improvement from 3.1 to 4.7**
- **57% improvement in User productivity**
- Improvement in **Apdex** score from **0.83 to 0.96**
- **37% reduction in Cost** of IT operation

# Key Highlights

- Zero-disruption Transition, Intelligent SOC Services, Data Center Modernization, Full Stack Monitoring

To find out more about how Zensar's Digital Foundation Services can help support your business's digital initiatives, please contact us at [Marketing@zensar.com](mailto:Marketing@zensar.com)

The logo for Zensar, featuring the word "zensar" in a bold, lowercase, sans-serif font. The background of the slide includes a large, faint white graphic of a semi-circle divided into four quadrants by a vertical and a horizontal line, with a diagonal line extending from the bottom right corner.

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