

A close-up photograph of a hand holding a grey stethoscope. The hand is positioned in the center-right of the frame, with the stethoscope's chest piece resting on the palm and the tubing looping upwards. The background is a soft, out-of-focus light blue.

HOW TO ADOPT A
COMPLETE CUSTOMER
CENTRIC STRATEGY IN THE
HEALTHCARE AND INSURANCE
SERVICES

NEURON EMBRACED MULTICHANNEL ENGAGEMENT WITH ALTITUDE XPERIENCE ENGAGEMENT



NEURON was established in 2000 with the mission to bring the latest innovation in TPA services to the healthcare industry in the UAE and the GCC region. The Dubai based company brings a very unique combination of deep medical and insurance industry expertise coupled with leading edge technical innovation to the market. Neuron is executing on plans to expand its network of providers, one of the largest in the Middle East today.



Supports callers in Arabic, English, Tagalog, Hindi, Urdu, Eritrean, Pushto, Malyalam, Punjabi, etc



Handles multichannel customer interactions



Available 24/7

“NEURON continually strives to exceed customer expectations by providing superior service and innovative business solutions in the areas of healthcare and insurance services. We relentlessly focus on Member satisfaction, that is combined with deep medical expertise and built on a solid foundation of advanced IT infrastructure, with the aim of achieving cost-containment via a healthier population.”

Mohammed Mubarak Al-Mutaiwei - Chairman, NEURON





NEURON was looking for a solution that would allow them to:

1

Integrate customers' communication channels

2

Advanced blending of outbound & inbound operations

3

Standardize, manage & control the contact centre operations

WHAT WE ACHIEVED

- Increased first call resolution
- Boosted member satisfaction
- Made our medical contact centre operations far more efficient
- Reduced learning curve due to the simplicity of end user application interfaces



As a result of these achievements, Neuron was recently honored with a **MENAIR Insurance Award** for best claims management service provider



"We required a solution to unify our medical contact center procedures in order to streamline our service, boost customer and member satisfaction. (...) We looked comprehensively at the market and selected an Altitude Xperience Engagement solution because it offered a truly "all-in-one" customer interaction management solution for our Medical contact center. In addition to integrating the contact center in the whole customer experience, Altitude also has a strong local support presence in the United Arab Emirates."

Dr Ali Qasim - Helpline & Policy Manager, NEURON.



CONTACTS