



## Case Study

# Balancing Healthcare Member Experience with Scale and Cost

How technology helps remove language barriers and build trust

## The challenge

### The pressure to cut costs without cutting quality

A leading U.S. health insurance company was caught between two competing pressures. Members demanded faster service, while the business needed to keep costs under control. Expanding the support team and setting up offshore was clearly the most cost-effective solution, but leadership worried about what it might mean for quality and experience.

Would members feel less understood when speaking to non-U.S. agents? Would Net Promoter Score (NPS) drop if calls felt impersonal? And could an offshore team understand the nuances of the U.S. healthcare system, avoid mistakes and build trust?

The company already had long-standing vendor relationships in place, so any new partner had to prove its ability to both protect member satisfaction and meet strict compliance standards, while delivering significant cost savings.

TaskUs offered the solution.

## The solution

### Delivering the right blend of talent, training and technology

Knowing the offshore model would only succeed if members felt the same level of care and clarity they'd expect from a local team, we prioritized three factors:

#### Finding the ideal talent

We recruited and trained a team in India with the same standards the client had for its U.S. operations:

- Hired teammates based on conversational ability and empathy, not just technical skills
- Selected leaders with healthcare experience guided the team through the nuances of member care
- Embedded communication coaches and subject matter experts early to help build both knowledge and confidence
- Equipped team leaders to give effective, real-time coaching during live calls

#### Bridging language barriers with care

To address the concern that accents could create barriers to understanding and ensure conversations felt personal, we implemented a tool to enhance speech clarity, introducing it with care and sensitivity.

We tested the technology with a small pilot team first, and provided hands-on training to raise teammates' comfort with the tool. Then, leaders closely monitored calls and fine-tuned the system to keep conversations natural.



## Building in continuous support

Training was not a one-time event. We focused on helping teammates improve every day. For example, mentors guided new hires and gave them the confidence to handle live calls.

We partnered with the client to redesign the learning program around compliance, communication clarity and the skills needed to build member trust. To maintain high performance, we held regular reviews and feedback sessions, refining both technology and coaching as the team scaled.

## Results

**78 NPS**

Achieved within 4 months post-launch

**100**

Headcount reached within 3 months



## **About TaskUs**

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services and healthcare. As of June 30, 2025, TaskUs had a worldwide headcount of approximately 60,400 people across 30 locations in 13 countries, including the United States, the Philippines, and India.

For more information, please visit:

[www.taskus.com/services/sales-outsourcing-services/](https://www.taskus.com/services/sales-outsourcing-services/)

Copyright© 2025 TaskUs.

All rights reserved.