miratech

> Through the Google Customer Engagement Suite (CCAI), we're helping our clients redefine customer interaction, shifting the focus from transactional exchanges to personalized and engaging self-service experiences. This project underscored the ability of AI to create customer experiences that are not only efficient but also deeply human, fostering a stronger connection between businesses and their customers.
>
> Audie Wright, Global Alliances Director at Miratech

OVERVIEW

A leading global healthcare organization partnered with Miratech to transform its customer experience (CX) strategy. Faced with the imminent end-of-life of its existing IVR and Bot Composer Framework, and with over 1,500 bots in use, the client wanted a reliable partner who could revamp their existing infrastructure and integrate new AI capabilities to improve self-service options and customer journeys.

AT A GLANCE

CHALLENGES

- Outdated IVR system and legacy bots facing end-of-life.
- High demand for enhanced self-service to reduce live agent demand.
- Complex multi-cloud integration for scalable AI-powered support.

OUTCOMES

- Achieved a 7% improvement in containment rate, reaching 21.5%.
- Scalable bot deployment handling up to 400,000 calls/month.
- Advanced AI-driven solution enabling personalized CX.

TRANSFORMING HEALTHCARE: FROM OUTDATED BOTS TO SEAMLESS SELF-SERVICE

OBJECTIVE

A leading global healthcare organization partnered with Miratech to transform its customer experience (CX) strategy. Faced with the imminent end-of-life of its existing IVR and Bot Composer Framework, and with over 1,500 bots in use, the client wanted a reliable partner who could revamp their existing infrastructure and integrate new AI capabilities to improve **self-service options and customer journey**s.

SOLUTION

Miratech replaced a legacy IVR with a modern, **flexible conversational AI powered by Google technologies**, including Dialogflow EX and Gemini Gen AI. The redesigned AI Bots now deliver personalized, human-like voice interactions, reducing live agent workload and improving customer service at high-volume touchpoints.

RESULT

Miratech's solution achieved immediate and measurable success:

- **21.5% Containment Rate:** The new AI-driven solution improved the containment rate by 7% compared to the previous IVR system, significantly reducing the number of calls routed to live agents.
- **Enhanced Bot Functionality:** Key bots effectively handled high-volume customer segments, optimizing response capacity and efficiency.
- **High-Volume Capacity:** The comprehensive solution managed diverse customer needs, with bots handling monthly call volumes of up to 400,000 for specific segments.