GainwellAI & Advantaged Technology: Intelligent Automation in State Contact Centers

Self-service that meets simple needs, freeing live agents for more complex requests

Traditional interactive voice response (IVR) systems can be cumbersome for callers as state contact centers navigate the dueling challenges of surging demand and tightening resources. Fortunately, customer service is one of the most compelling use cases for intelligent automation and conversational artificial intelligence (AI). Recent surveys even show **two-thirds of people prefer self-service** over speaking to an agent when contacting a call center.

Gabby at Gainwell™ is our intelligent agent technology that supports voice, chat, and email communications to improve contact center experiences. Using conversational AI, including natural language processing and understanding (NLP/U), Gabby performs tasks and responds immediately to inquiries for members and providers. Gabby can also gauge when someone needs human support — and seamlessly transfers calls and relevant data to live agents.

Automation Advantages

- **Available 24/7, powered by AI**
- **Supports quick, easy resolution**
- **Elevates experiences across channels**
- **Delivers measurable results**

Key Results*

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States improving operations with Gabby

3.8M
Calls managed by Gabby

350K+
Average calls managed monthly

60%
Average self-service rate

22%
Increase in self-service rate vs. traditional IVRs

17%
Reduction in time interacting with Gabby vs. traditional IVRs

*As of June 2024