

CASE STUDY

OVERVIEW

Razor was engaged by a major health insurer to implement Generative AI solutions that enhance call center efficiency and improve customer satisfaction.

Gen AI for Call Center Transformation

RAZOR-GOV.COM



PROBLEM

Call center agents struggled to quickly access member data such as claims, eligibility, and benefits—spread across multiple legacy systems, leading to long call durations and inconsistent responses.

SOLUTION

Razor deployed a multi-model prompt engineering framework using ChatGPT, Claude, and Salesforce Prompt Builder. We embedded generative AI into the agents' workflows, allowing for real-time data aggregation. Our team leveraged Model Comparison Protocols (MCP) and A2A techniques to ensure output accuracy and security, while building toward future Agentic AI capabilities.

RESULT

Average call time decreased significantly as agents accessed consolidated member data faster. Member satisfaction scores improved, and the client is now exploring full Agentic AI solutions to further streamline customer support operations.