

Subject line A: More than 50% of members want live, real-time support

Preview copy: Learn what our recent consumer insights survey revealed about the best channels to engage with members.

Subject line B: [Survey] 50%+ of members prefer phone vs. chat

Preview copy: See what else our recent consumer insights survey revealed.

Subject line C: “Hello, can you hear me?”

Preview copy: Learn what 50% of members say about their communication preferences, plus other valuable insights from our 2023 survey.

Body copy:

Hi [FIRST NAME],

Today’s consumers are all about quick and convenient: apps, email, SMS, and chat.

Yet when it comes to the healthcare member experience, surprisingly, a majority prefer an old-fashioned phone call.

According to our recent survey, “[Understanding the Health Insurance Member Experience](#),” more than 56% of members prefer live voice over chat to resolve their issues in real-time.

And while they may prefer live support, that doesn’t necessarily mean they’re satisfied with the experience.

Among the reasons they cited for a poor experience?

Long wait times.

Lack of understanding.

Poor continuity.

Language barriers.

Want to learn more about what members really think about their health plans and how to address these challenges? Read the survey now.

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