



Founded in 2007, Accolade is a personalized healthcare company that provides virtual primary care and mental health services, expert medical opinions, and care navigation to employers, health plans, and individuals.

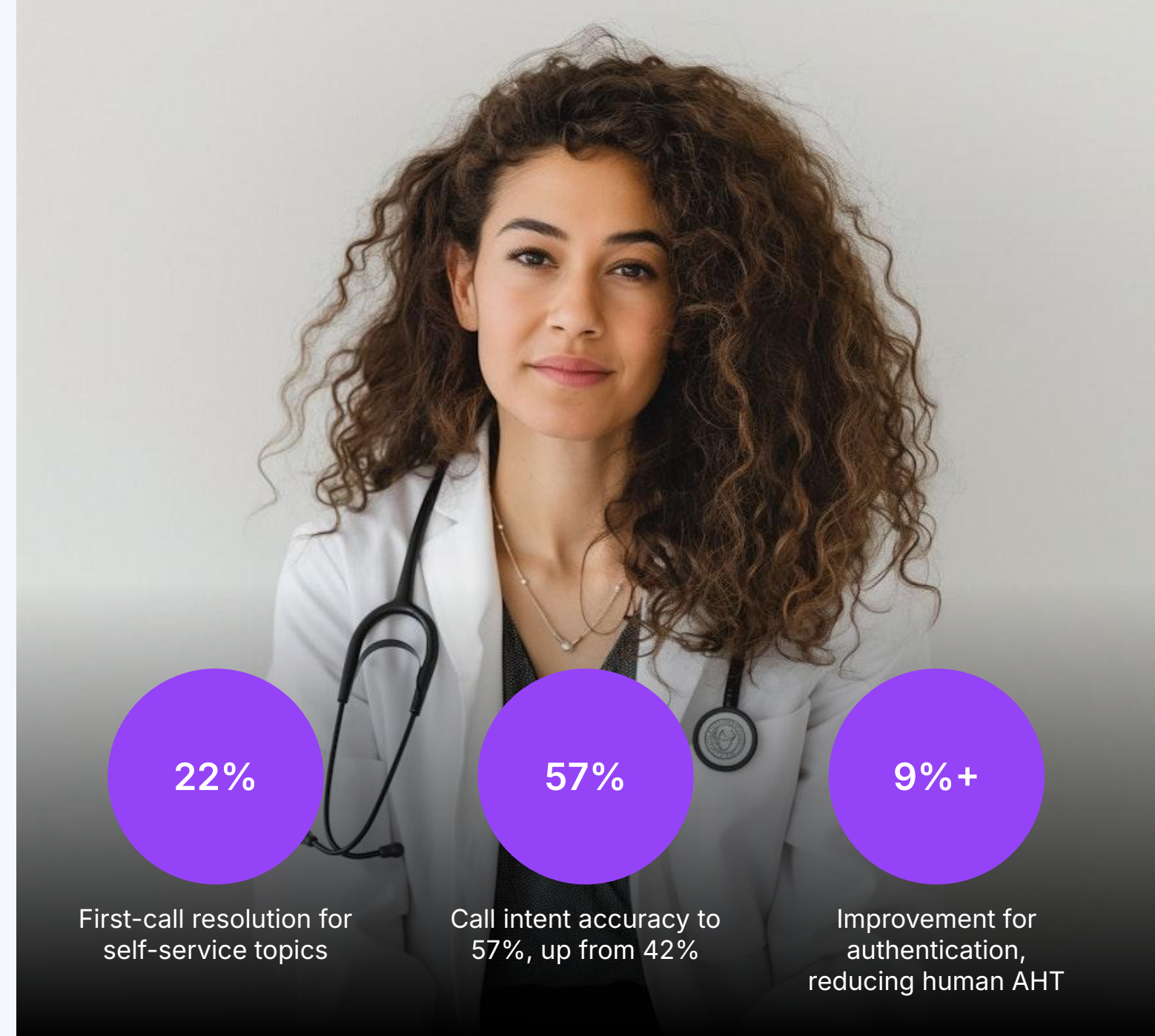
Healthcare is deeply personal, and VoiceAI delivers the right human-touch.

Challenge

Accolade handles over 10,000 daily inbound calls from members seeking support with benefits, plan options, ID cards, and claim status. The company needed to move beyond its standalone IVR to a more intelligent, human-like solution that could scale empathy, improve call outcomes, and integrate seamlessly with its existing tech stack.

Solution

By implementing Observe.AI's VoiceAI Agents, Accolade launched "AVA," a dynamic virtual assistant that improved authentication, intent accuracy, and routing speed. Within 2 months, they saw a 4-point NPS lift, 20% faster routing, and a 5% increase in HIPAA authentication—empowering agents to focus where they're needed most.



Headcount: 10,000+
Locations: Seattle, WA
Languages: English, Spanish

Services: Virtual primary care, mental health, care navigation
Channels: Voice



Founded in 2015, SimpleOnline Healthcare is a digital-first healthcare provider that provides over the counter treatments to patients across the UK, Australia, and Germany.

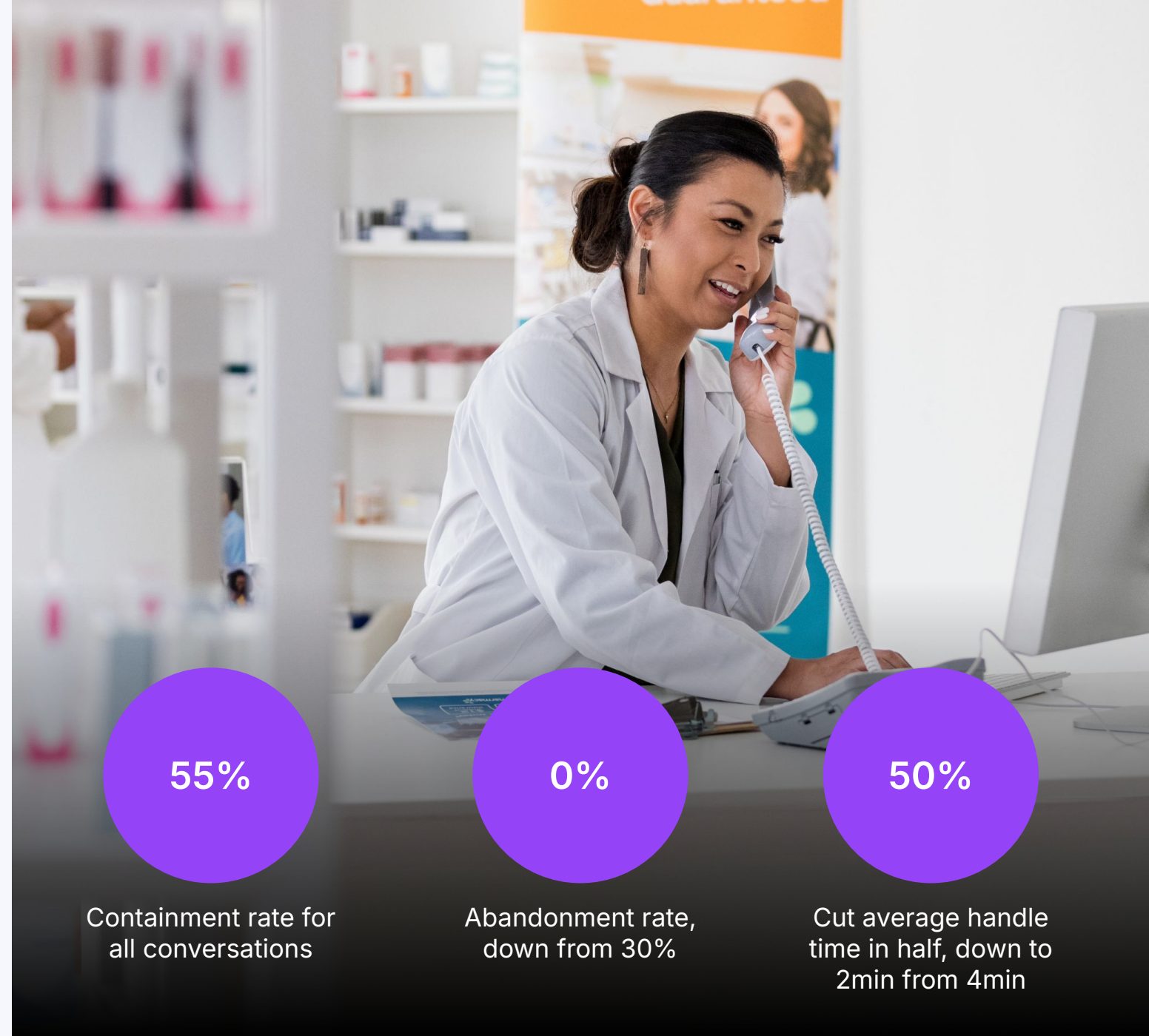
Their aim is make healthcare easily accessible and simple for all patients.

Challenge

SimpleOnline Healthcare is experiencing rapid growth and preparing to expand into new global markets, but its existing support model created critical limitations in both geographic coverage and customer capacity. Rising call volumes and growing backlogs of prescription orders led to delays that risked patient satisfaction, while staff were under pressure to manage repetitive queries alongside providing prescriptive and empathetic support. Leadership recognized that scaling through continued hiring was unsustainable and began exploring AI automation as a strategic advantage.

Solution

SimpleOnline Healthcare implemented Observe.AI's VoiceAI Agents as the first point of contact for all inbound member calls to support their expansion without increasing headcount. The AI Agents now handle more than 1,000 routine and high-volume patient calls per day, while seamlessly providing warm transfers to human agents for sensitive issues — maintaining high support standards as the company expands.



55%

Containment rate for all conversations

0%

Abandonment rate, down from 30%

50%

Cut average handle time in half, down to 2min from 4min

Headcount: 200+
Locations: Glasgow, Scotland
Languages: English

Services: Pharmacy services, Healthcare consultation
Channels: Voice

AFFORDABLE CARE

Founded in 1975, Affordable Care is a dental support company providing non-clinical business management and administrative support services to dental practices. It exclusively focuses on tooth replacement solutions such as dental implants and serves over 500 affiliated dentists at 400+ practices.

Challenge

Affordable Care needed a more dynamic and flexible voice AI solution to automate high-volume, low-value calls across its 400+ locations. Legacy IVR systems were rigid, costly to manage, and lacked the adaptability to handle diverse patient needs and evolving expectations.

Solution

After years of leveraging Observe.AI for post-interaction insights, Affordable Care implemented VoiceAI Agents to automate simple, high-frequency interactions—starting with calls about practice directions. Within days, they achieved a 95% containment rate and saved over 2,000 agent-hours per month, while elevating the human agents' role to focus on sales and care.



95%

Containment on
routine call topics

90%+

First call resolution

2,000

Hours per month
saved for live agents

Headcount: 400+ practices nationwide
Locations: Morrisville, North Carolina
Languages: English

Services: Dental care, patient scheduling, treatment follow-ups
Channels: Voice