



C A S E S T U D Y

Affordable Care Enhances FCR to 90%+ and Saves 2000+ Hours per Month

www.observe.ai

CASE STUDY

By implementing VoiceAI Agent, Affordable Care was able to reduce transfers, improve customer satisfaction, and elevate agent impact.

95% containment rate

90%+ first-call resolution

2k agent-hours saved per month

Challenges

Affordable Care was looking to upgrade its current interactive voice response (IVR) solution to a more advanced voice AI agent option but was struggling to find the right partner that offered flexible, reliable, and cost-effective deployment options that meet their unique needs.

Solution

Based on the long-term partnership with the Observe.AI team and the track record of success using the Observe.AI conversation intelligence platform, Affordable Care decided to become one of the first adopters of VoiceAI Agents—successfully deploying its first AI agent in 2 weeks.

Outcomes

- Beth, the Affordable Care AI Agent, was deployed for frequently asked questions such as office locations, hours, and appointment scheduling, and drove 95% containment.
- 90% of callers that interacted with Beth were able to get their inquiries solved on the first call, without transfer freeing up human agents to focus on the conversations that matter.
- The initial impact of Beth was felt across the organization, freeing up 2,000 agent working hours per month.

HQ

Morrisville, North Carolina

WEBSITE

Affordablecare.com

Affordabledentures.com

INDUSTRY

Healthcare

AGENT COUNT

500+ including clinics, HQ, and BPO partners

Affordable Care is a U.S. dental support organization founded in 1975, focused on tooth replacement solutions. Based in Morrisville, North Carolina, it supports dentists through its Affordable Dentures & Implants brand. The network spans about 425 practices across roughly 40 states, many with on-site labs for same-day service now.

95%
containment

Seeking the Right Automation Partner

Affordable Care recognizes that AI is crucial to delivering exceptional service to over 400 nationwide dental practices and their patients. The patient experience team frequently evaluates its automation initiatives to ensure their effectiveness, and after reviewing its current interactive voice response (IVR) system, it decided there was an opportunity to do more with voice AI. “Our customer base is very diverse. We support people who are more seasoned in life but also want to cater to a younger generation that doesn’t necessarily want to talk to somebody to quickly handle a question or two,” said Manny Noyola, Affordable Care patient service director.

The technical solution implemented for Affordable Care utilizes the [Observe.AI](#) Platform, leveraging a foundational architecture built on AWS cloud services to deliver advanced conversational AI and deep interaction analysis. This

implementation enabled Affordable Care to replace its rigid Interactive Voice Response (IVR) system with highly flexible agentic VoiceAI Agents. The conversational fluency and low-latency response of the VoiceAI Agents are enabled by underlying Foundation Models (FMs). These FMs are accessed via Amazon Bedrock, using proprietary or third-party models like Nova, Claude, or Mistral.

Finding the right voice AI solution provider proved more challenging than expected. Some vendors required significant upfront costs for professional services and maintenance hours to build and manage a solution. Others wanted to replace its current IVR solution from day one, which was too risky. The Affordable Care leadership team was also not fully convinced that the rigid systems some vendors offered could fully automate the more advanced use cases they were looking to streamline.

When Observe.AI demonstrated its newest VoiceAI Agents solution during one of its quarterly business reviews with Affordable Care, the team was impressed with the range and flexibility of the AI agents. “Our leadership saw how friendly and how quick the [call center VoiceAI Agents](#) were responding in the live demo,” recalls Noyola. “There were no long pauses or robotic responses in the interactions compared to other solutions we’ve seen. So, we knew it was the best option for us.”

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Manny Noyola

Affordable Care patient
service director

Building on Post-interaction AI Success

For many years, Affordable Care has been leveraging the Observe.AI platform to support its post-interaction analysis. Those insights and capabilities proved helpful in helping the team determine which use cases to automate.

“When it came to implementation, the management and quality teams leveraged the insights from post-interaction AI to identify an initial set of use cases,” said Noyola. “We then worked closely with our workforce management team and our training team to narrow down the specific calls we wanted our VoiceAI Agents to handle.

Empowering Agents to Focus on What Matters Most

The Affordable Care team prioritized the automation of frequent but simple-to-resolve calls that the agents enjoyed the least. They identified multiple use cases, which were also validated by the Observe.AI post-call analytics, and selected calls related to directions as their pilot project for VoiceAI Agents.

After analyzing calls across disposition codes, Affordable Care realized that their agents were handling roughly 400 calls per day specific to practice directions.

“Within the first couple of days of deploying VoiceAI Agents, 95% of callers didn’t ask to be escalated to a live agent,” said Noyola. “That specific use case alone is saving us about 8 hours per day across all agents, helping them focus on other parts of the business and working on more complex use cases.”

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Positive Impact on Agents and Business

According to Noyola, the company has already started to notice how its team is shifting more into an inbound sales team and is becoming more customer-centric. Because VoiceAI Agents is handling more high-volume calls, the human agents can then focus more on the patient by building more rapport and reassuring them about their choice in dental care, ultimately establishing trust and business success for their 500+ affiliated dentists.

“VoiceAI Agents is going to be transformational to our business,” said Noyola.

Transformational Initiatives on the Horizon

On the heels of its initial and fast success with agentic VoiceAI Agents, Affordable Care is not only looking to automate more within its contact center operations but is also exploring some outside-the-box ideas to derive even more value from this technology.

One such idea is to leverage VoiceAI Agents to support their 400+ nationwide practices with outbound outreach. Many of their clinics are extremely busy, making follow-up activities like checking in with no-show patients or reconnecting with them on a previously proposed treatment is very challenging. In the future, they are considering deploying AI agents as virtual assistants that could conduct the outreach to check and reschedule no-shows or remind the patient about the proposed treatment and offer to connect them to a live agent to further discuss if they have questions.

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[Book a demo today](#) or explore the new features of Observe.AI to enhance your operations.