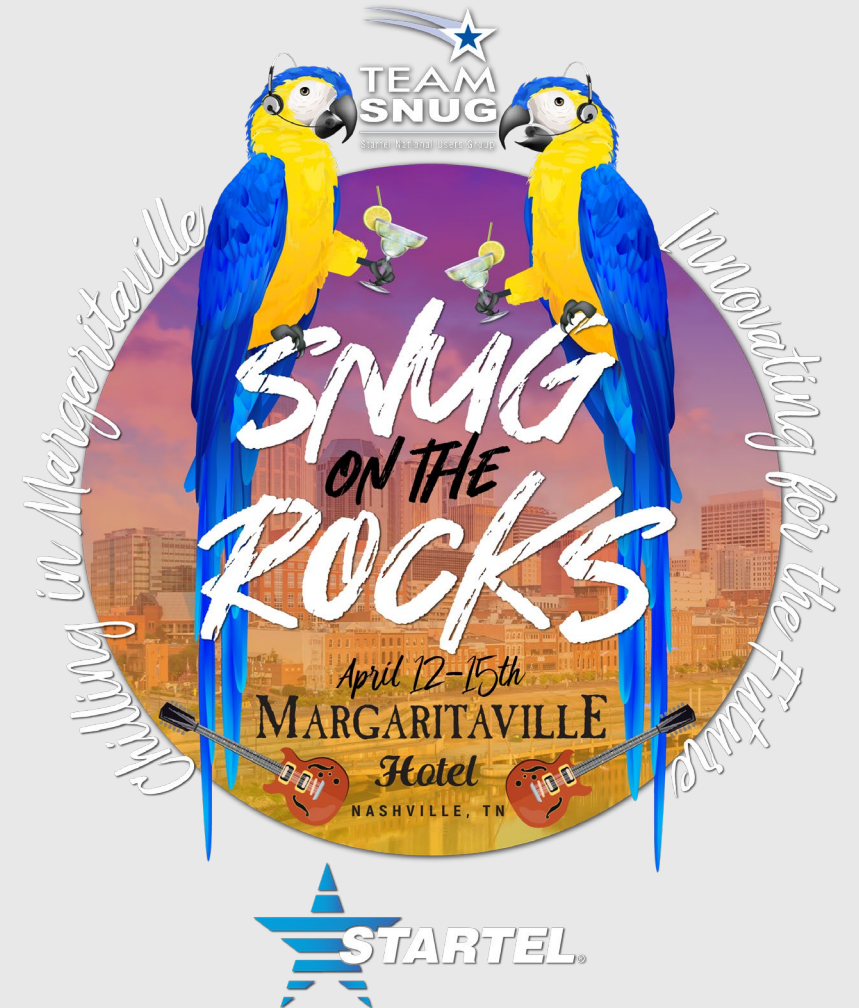


# Winning in the Age of AI Search

**Presented by: Brian Lett, SVP @ Endicott Call Centers**

- AI is changing how people search and find information
- More conversational, question-based queries
- Lower clicks, but higher-intent traffic
- Shift to deeper, answer-focused content
- Visibility depends on AI citations
- Strong content + UX drive conversions



# How AI Is Changing Search Behavior

## ◆ GOOGLE AI OVERVIEWS ARE RESHAPING RESULTS

- Provide quick, trusted summaries directly in search results
- Triggered primarily by informational searches
- Increase the total number of daily searches
- Decrease clickthrough rates on both organic and paid listings
- Deliver more qualified traffic when users click

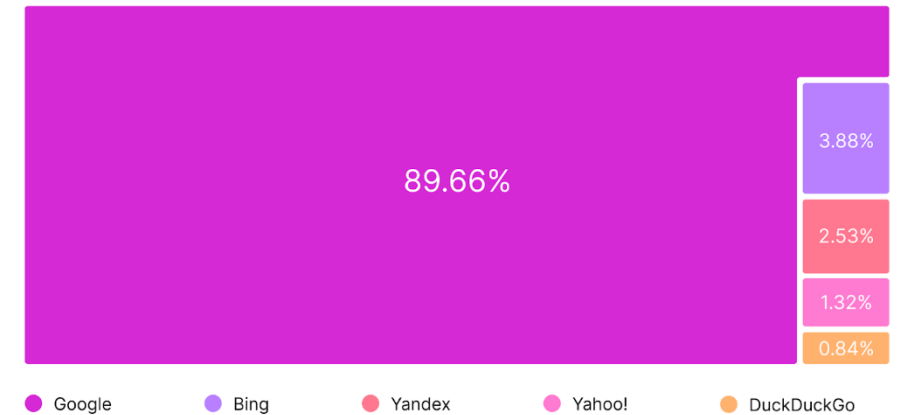
## ◆ AI AND VOICE SEARCH ARE CHANGING QUERY PATTERNS

- More natural, conversational language
- Longer, question-style keyword phrases
- Greater variation in how users search

## ◆ AI ENGINES ARE BECOMING A SOURCE OF WEBSITE TRAFFIC

- Volume is small but growing consistently
- Traffic tends to come from high-intent, research-driven queries

## Search Engine Market Share Worldwide



semrush.com

SEMRUSH



# Search Has Changed

- Shift focus from link building to content creation and optimization
- Develop long-form content that answers specific user questions in depth
- Structure content with short paragraphs, clear answers, FAQ's, stats and list formatting
- Focus blog content on high-value informational topics relevant to your target audience



# Enhanced Optimization for AI Visibility

- From 10 blue links to an AI-powered answer experience
- Brands must adapt to maintain visibility and relevance

## Why This Matters

- AI reshapes how people find information
- Competitors earn mentions and citations in AI and traditional search results
- Without adaptation, you risk a decline in visibility and traffic

The screenshot shows a Google search for "how to evaluate a coil manufacturer". The search bar is at the top, and the results are displayed below. The AI Overview section is prominent, providing a summary of the search results. Below the AI Overview, there are several search results from various websites, each with a title, URL, and a brief description.

**AI Overview**

To evaluate a coil manufacturer, **assess their quality management systems and certifications like ISO 9001, inspect their layered testing processes from raw materials to final products, verify they maintain detailed production records, confirm strong customer support and warranty policies, and analyze their supply chain stability for raw materials.**

**Quality & Certifications**

- **Certifications:** Check for industry-recognized quality management certifications, such as ISO 9001:2015, which demonstrates a commitment to quality standards at all production stages.

**What is important when choosing an electric coil manufacturer?**  
When selecting a coil manufacturer, it is essential to consider whether they meet industry standards. **KUK**

**What to Look for in a Reliable Solenoid Coil Manufacturer**  
Jul 29, 2025 — Make sure the manufacturer has obtained ISO 9001 and other quality...

**Capital Coil & Air**  
<https://www.capitalcoil.com/identify-different-types-c...>  
**How to Identify Different Types of Coil Manufacturers**  
Jul 17, 2018 — Our purpose here is break down the HVAC coil market to help buyers make informed decisions as to who they would like to work with in the future.  
Missing: evaluate | Show results with: evaluate

**kukcoils.com**  
<https://www.kukcoils.com/world-of-induction/what...>  
**What is important when choosing an electric coil manufacturer?**  
Price and value. Price and value are important factors to consider when choosing a coil manufacturer. While it may be tempting to focus solely on the price ...

**mfychina.com**  
<https://mfychina.com/blog/how-to-evaluate-a-stainles...>  
**How to Evaluate a Stainless Steel Supplier? - MFY**  
Jul 30, 2025 — Learn how to evaluate a stainless steel coil supplier's stable production capacity for long-term.

**USA Coil & Air**  
<https://usacoil.com/coil-quality>  
**So... You Think Coil Quality is an Easy Task?**  
Our Quality Management System for our entire company pinpoints coil sales and manufacturing. There are 400 plus pages to this QMS, that detail how much we value ...

**Pantene Industrial**  
<https://www.pantene.com.hk/blog/solenoid-coil-man...>  
**What to Look for in a Reliable Solenoid Coil Manufacturer**  
Jul 29, 2025 — Discover key factors to consider when choosing a reliable solenoid coil manufacturer, from quality standards to customization and ...

**Quality Coils, Inc.**  
<https://www.qualitycoils.com/magnetic-coil-manufact...>  
**Magnetic Coil Manufacturers and Suppliers: A Comparison ...**  
Material Quality: The quality of the materials used determines a magnetic coil's performance and durability in considerable part. Better materials increase coil ...

**Cooney Coil & Energy**  
<https://cooneycoilandenergy.com/coils/how-to-meas...>  
**How to Measure Commercial or Industrial HVAC Coils**  
Mar 14, 2023 — Find out all you need to know to measure a replacement HVAC coil, right here! This blog covers key measurements and helpful tips and tricks.  
**Page includes:** Connection, Upgrades

# Put Into Practice – New Era in Search

- Positioned the blog "What is BPO in healthcare" as a resource that is informational and can be used as a source in AI overviews.

healthcare bpo services

All Images News Forums Videos Shopping More Tools

Sponsored results

Show sponsored results

AI Overview

Healthcare BPO services involve outsourcing non-clinical administrative, financial, and operational tasks—such as medical billing, coding, claims processing, and patient scheduling—to specialized third-party providers. These services reduce operating costs, ensure HIPAA compliance, and improve efficiency, allowing medical staff to focus on patient care. [Solve Global +2](#)

Key healthcare BPO services include:

- Medical Billing and Coding:** Translating services into standardized codes and managing claims to ensure accurate, timely reimbursement.
- Claims Processing:** Verifying patient eligibility, processing insurance claims, and managing denials to speed up revenue cycles.
- Patient Support Services:** Managing 24/7 front-office tasks, including appointment scheduling, registration, and handling inquiries via phone or chat.
- Medical Transcription:** Converting physician voice recordings into electronic health records (EHR).
- Data Management and Analytics:** Maintaining patient data, managing records, and utilizing predictive analytics for operational insights.
- Administrative/Back Office:** Handling human resources, payroll, and inventory management for medical supplies. [Solve Global +7](#)

Key benefits of adopting healthcare BPO solutions are reduced administrative bottlenecks, improved data accuracy, and increased revenue through faster, compliant, and more efficient processes. [Ansafone Contact Centers +2](#)

AI can make mistakes, so double-check responses

healthcare bpo solutions

AI Mode All Images News Forums Shopping Videos More Tools

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Dive deeper in AI Mode

AI can make mistakes, so double-check responses

Healthcare BPO Services: Navigating Success in Healthcare Outsourcing  
Medical billing and coding: Outsourcing the process of coding medical services into billable charges and... [Global Response](#)

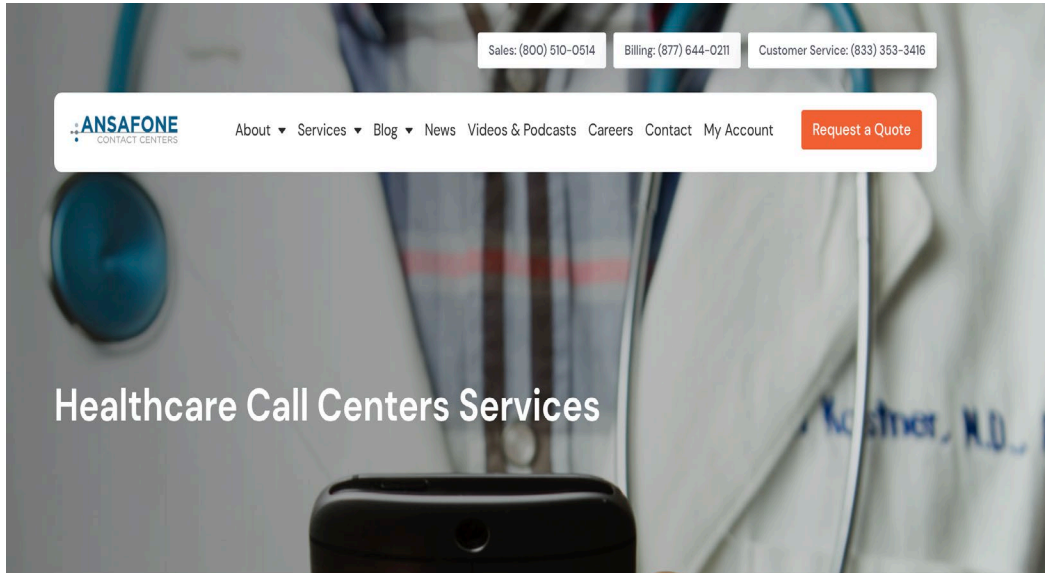
What is BPO in Healthcare? | Ansafone Call Centers  
Enhanced operational efficiency One of the most compelling benefits of healthcare BPO is improved... [Ansafone Contact Centers](#)

Healthcare BPO: Strategic Outsourcing That Improves Customer Care  
Introduction. Outsourcing has transformed the healthcare industry since the worldwide Coronavirus... [Global Response](#)

Healthcare BPO Services in USA: Boost Efficiency & Care - SuperStaff  
Common Healthcare BPO Services in the USA \*  
Medical Billing and Coding. Specialists handle billing... [SuperStaff](#)



# Healthcare Landing Page



## Elements of high impact landing pages

### Trusted by 750+ Centers in the US



**\$13,000**

annual savings for medical practices

**2 min.**

communication cycle time, down from over an hour

**80%**

of routine calls routed efficiently

### Healthcare Scheduling & Support Services for U.S. Providers

Save time, improve patient care, and optimize your workflow in one seamless solution.

- Predict No-Shows with an accuracy of 93%
- Cut Scheduling Costs by up to 40%
- Increase Calls and Appointments per Hour by 15%+



## Build credibility

Now more than ever, high standards in the healthcare industry are paramount. Partnering with a contact center equipped with highly-trained medical agents is a sure way to successfully manage the unwavering demand of quality patient care. With AnsaFone Contact Centers on your side providing healthcare call center outsourcing, the ability to secure new patients and strengthen relationships with existing clients becomes fluid. A medical contact center allows businesses to offer smart patient management solutions that nurture loyalty, generate referrals and improve office productivity.

### Delivering Results

Up to **80%**

Improvement in Patient Scheduling Efficiency

Up to **30**

Days For Our Clients To See Tangible Results

Up to **52%**

Reduction In Abandoned Calls In 3 Months

92%+ Calls answered in less than a minute

1500+ Care specialists

4 Million+ Appointments scheduled annually

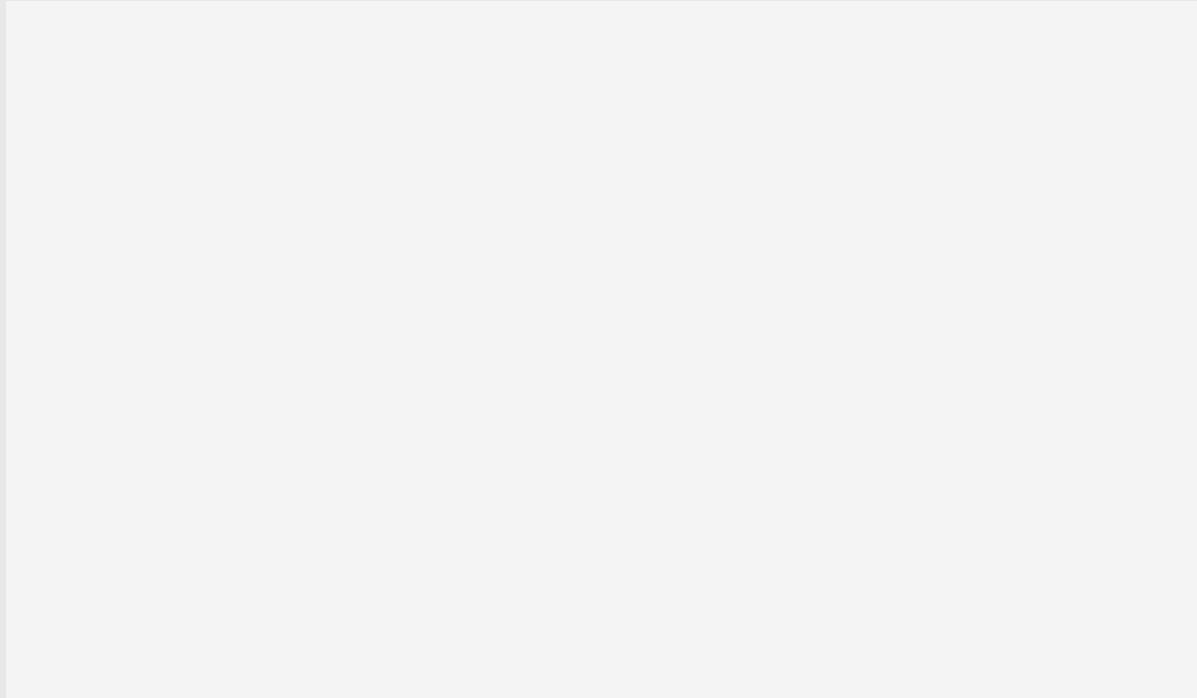
105M+ Charts coded annually



# Cross Functional Support

- Socialize sales and marketing strategy
- Create regular opportunity review
- Bring the experts
- Pipeline updates
- Recognition





**TEAM SNUG**  
Startel National Users Group

*Chilling in Margaritaville*

**SNUG ON THE ROCKS**

*Innovating for the Future*

April 12-15th  
**MARGARITAVILLE Hotel**  
NASHVILLE, TN

**STARTEL**