

INDUSTRY

Healthcare

SOLUTION

Technology

PRODUCTS

Multichannel Communications

CLIENT STORY

High-Tech Solution for High-Touch Client Experience

As the healthcare industry moves towards a more customer-centric model, our client, a multi-specialty healthcare company, needed to strengthen how it interacted with its expanding customer base consisting of physicians, nurses and clinics. Our client had an aging infrastructure that was unable to support the increasing volume of interactions and suffered from frequent outages and dropped calls. To overcome this challenge, the company was on the lookout for a reliable technology solution that was capable of delivering an exceptional customer experience to its high-level medical professional customers. The solution also needed to account for the client's plan to expand its workforce and contact center to better suit the needs of its growing customer base.

In response to its desire for system reliability and a high-touch customer experience, we migrated the client's four sites and 250 associates from Nortel PBX system to Cisco UCCE, hosted in our data center. The solution utilized Bucher + Sutter's SAP connector to provide multichannel and direct call control through the SAP client as well as screen pops into SAP for certain call flows. Application of Mattersight's behavioral routing allowed for calls to be directed to the most compatible associate for enhanced caller experience.

By upgrading its contact centers and the application of intelligent, behavioral routing, the client enhanced the customer experience by pairing callers to the best possible representative. Well-matched associates and customers led to faster call handling times and improvements in first call resolution rates, without sacrificing the client's reputation for personal attention and superior service, also serving to boost the client's close rates. The healthcare company achieved nothing short of a complete customer experience metamorphosis, reaching new heights in both satisfaction among its demanding customers and in profit growth opportunities.

RESULTS

Migration

from Nortel PBX to
Cisco UCCE

Behavioral routing for
increased
close rate

Utilization

of SAP connector for
multichannel and direct
call control