

INDUSTRY

Healthcare

SOLUTION

Technology

PRODUCTS

Multichannel Communications

CASE STUDY

Using technology for efficient growth:

Innovate for improved functionality, reduced costs

A Fortune 500 healthcare distribution and technology solutions provider sought to provide a seamless experience to its customers by replacing and upgrading its existing contact center infrastructure. The existing infrastructure consisted of three different divisions, two with separate instances of Cisco, and the third with Aspect. In addition, the systems' imprecise skill routing meant that the associates and healthcare professionals, including registered nurses and physicians, were being underutilized. The client wanted to incorporate IVR self-service, intelligent skill-based routing, outbound dialer and multichannel applications to overcome the inefficiencies and enhance the overall customer experience.

We provided a single Cisco UCCE 9 platform, designed as an end-to-end solution for one of the client's main business units and the core for two of its other divisions. We migrated 360 Aspect users to the platform over a nine-month period, performing all program and project management, solution architecture, infrastructure build, UCCE scripting, IVR self-service development and Finesse desktop development. In addition, we migrated about 1,000 additional users from two other business units from existing UCCE 7.2 instances over to the new UCCE 9.0 core platform. It also transferred 11,000 Unity users to new Unity Connection 9.0 platform.

Through upgrading its contact centers and the application of intelligent, precise skill routing, the client enhanced the customer experience by routing calls to the best available associate. Greatly customized skill sets ensured the best possible utilization of the highly valuable healthcare professionals. The solution also reduced call wait times and resulted in a reduction in abandon rates. The enhanced end-to-end reporting allowed for greater transparency into division and individual associate performance, allowing for analysis of key metrics for insightful strategic planning and forecasting. Incorporation of multichannel avenues for customer contact provides a seamless experience to the customer, regardless of method used, including Voice, Web, Collaboration, Email, IM and Presence.

RESULTS

Reduced
queue times and abandon rates

Superior
reporting cradle-to-grave

High availability
and performance