CHORUSCX

What Healthcare Call Centers can Learn from their Commercial Counterparts

How to deliver patient experiences that deliver the best health outcomes, convert enquirers into repeat customers, comply with quality targets, and also meet the health system's budget requirements.

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/ D F N R I I R F X V R Q W K H F X V W. R P H. U. .H [. S. H U L H Q F H

/ D F N R I D F F H V V W R L Q I R U P. D W. L. R Q . D Q. G V \ V W H P

/ D F N R I W U D L Q L Q J L Q S U R F. H. V. V. H V . D Q. G V \ V W H P

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0 D W F K L Q J D Q G .V. F. K. H. G. X O. L. Q. J. 12

$ Q D O \ W L F V D Q. G .U. H. S. R. U W. L. Q J 12

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Introduction

When they want to schedule an appointment with a healthcare provider, be it a hospital, physician, RU VSHFLDOLVW WKH 4UVW W people do is pick up the phone.

7RGD\ LW LV KLJKO\ OLNHO\ W RQH
FDOO ZLOO JR WKURXJK WR D DOO
FHQWHU IRU WKH SURYLGHU V K VWHP
UDWKHU WKDQ WR D UHFHSWLRQLVW RU QXUVH

(YHQ WKRXJK SDWLHQWV VRPHWLPHV
KDYH WKH RSWLRQ RI ERRNLQJ RQOLQH LW
LV WKRXJKW WKDW DERXW RI DOO SUH
DQG SRVW FOLQLFDO SDWLHQW LQWHUDFWLRQV
DUH KDQGOHG E\ D FDOO FHQWHU

7KH H[SHULHQFH JD

Q PRVW RI WKHLU GD\ WR GD\ GH
ERRSDQLHV EUDQGV DQG RWKHU
FRQVXPHUV DUH XVHG WR KLJKO\
KLJK TXDOLW\ DQG H•FLHQW VHU
PXOWLSOH FKDQQHOV LQFOXGLQJ
ZHE 606 PHVVDJLQJ DQG FKDW

7KH OHYHO RI VHUYLFH FXVWRPH
JHW ZKHQ VKRSSLQJ RQOLQH RU
ELOOV LV H[DFWO\ ZKDW WKH\ QR
IURP WKHLU KHDOWKFDUH SURYL

,W V QR ORQJHU JRRG HQRXJK IR
FHQWHU DJHQWV WR EH PDQXDOO
WKURXJK ULQJ ELQGHUV RU VFRX
VKHHWV WR ‹QG SURYLGHU LQIRU
DQG VFKHGXOH DSSRLQWPHQWV

:KHQ WKH\ GHDO ZLWK RWKHU EX
FXVWRPHUV DUH DEOH WR WDON
who has all their personal and historical
LQIRUPDWLRQ DW KDQG LQ WKH &
7KH\ H[SHFW DJHQWV WR QRW RQ
NQRZOHGJH WR KDQG EXW DOVR
SURDFWLYHO\ VXJJHVW VROXWLR
FRXUVHV RI DFWLRQ)RU WKH EX
JRDO LV WR IRUJH DQ HYHU FORV
YDOXDEOH UHODWLRQVKLS ZLWK

$W WKH VDPH WLPH FXVWRPHUV KD
JRQH GLJLWDO DQG PRELOH DQG
EH DEOH WR XVH WKRVH FKDQQH
FRQWDFW EXVLQHVVHV DQG DFF
DV ZHOO DV WKH SKRQH LI KHD
DUH WR SURYLGH SDWLHQWV ZL
H•FLHQW VHUYLFH SRVVLEOH V
FRQWDFWDEOH E\ HPDLO VRFL
PHVVDJLQJ FKDW DQG RWKHU

0DQ\ FRPPHUFLDO FRQWDFW FHQ
DOUHDG\ EHHQ WKURXJK WKLV SU
LQWURGXFWLRQ DQG H[SDQVLRQ R
DQG QRZ RPQLFKDQQHO GLJLWDO FX
H[SHULHQFH WHFKQRORJ\ RYHU WKH OD

The call center’s role

7KH JRDO RI D KHDOWKFDUH FDOO FH
SDWLHQW DFFHVV WR WKH PHGLFDO L
VHUYLFHV DQG SURYLGHUV WKH\ QHHG
DQG ZKHUHYHU LV PRVW FRQYHQLHQW
FRXOG LQFOXGH VHWWLQJ DQ DSSRLQWP
WHVW UHVXOWV RU DVNLQJ IRU LQLWLDO

,Q DQ LQWHJUDWHG V\VWHP WKHUH FRXOG EH RQH RU PRUH
SK\VLFLDQV DQG KHDOWK SODQV ,GHDOO\ WKH FDOO FHQWHU
LPSRUWDQW FHQWHU RI WKH RUJDQL]DWLRQ DV LW KDV YLVLE
UHVSRQVLEOH IRU FRRUGLQDWLQJ DFWLYLWLHV EHWZHHQ GL

Benefits of a call center

)RU D KHDOWKFDUH SURYLGHU RU KHDOWK V\VWHP WKH FDO
FHQWHU VKRXOG GHOLYHU D QXPEHU RI EHQH‹WV

-)RU SK\VLFLDQV DQG RWKHU SURYLGHUV WKH GDLO\ UXQ
  KHDY\ ZLWK DGPLQLVWUDWLRQ DQG UHVRXUFHV LQ WHUPV
  VFDUFH DV WKHVH KDYH D FRVW 0RVW SURYLGHUV UHFHLY
  SHU SDWLHQW EXW KDYH WR PDQDJH WKHLU RZQ RSHUDWL
  a call center is to take away some of the preand post-clinical administrative
  ORDG DOORZLQJ WKH SUDFWLFH WR EHWWHU PDQDJH FRV

- 7LPH DQG FRVW VDYLQJV IRU WKH RUJDQL]DWLRQ DUH RQO\ RQH VLGH RI WKH coin; the call center must also deliver satisfactory outcomes for patients. If enquirers are to be converted into 4UVW WLPH FXVWRPHUV DQG WKHQ UHSHDW customers, then the experience R•HUHG PXVW EH H[FHOOHQW IURP WKH YHU\ 4UVW SRLQW RI FRQWDFW –Q XUEDQ and suburban areas particularly, competition is intense. While most choose providers based on reputation, cost, and specialisation there is PRXQWLQJ HYLGHQFH WR VXJJHVW WKDW customer service is now also a major factor that providers can optimise WR JDLQ D FRPSHWLWLYH DGYDQWDJH

$ VWXG\ RI KRVSLWDOV FRQGXFWHG RYHU IRXU \HDUV ORRNHG DW PLOOLRQ FDOOV UHFHLYHG E\ WKHLU FDOO FHQWHUV DQG WKHQ PDWFKHG WKDW GDWD WR WKRVH SDWLHQWV HYHQWXDO FOLQLFDO WUDQVDFWLRQ GDWD 6ROXFLHQW IRXQG WKDW HYHU\ GROODU VSHQW RQ WKH FDOO FHQWHU UHVXOWHG LQ DW OHDVW GROODUV RI FOLQLFDO ELOOLQJV IRU WKDW JURXS RI FDOOHUV 7KH\ FRQFOXGHG WKDW FDOO FHQWHUV GHOLYHU UHWXUQ RQ LQYHVWPHQW DW D UDWLR RI DW OHDVW WR DQG DUH DQ HVVHQWLDO GULYHU RI KRVSLWDO UHYHQXH SUR‹WDELOLW\ DQG SDWLHQW OR\DOW\

In this white paper we look at how KHDOWKFDUH FDOO FHQWHUV WR GHOLYHU WKHVH EHQH‹WV SDUHQW RUJDQL]DWLRQV DQG DVVHVV ZKDW FKDQJHV QHHG PDGH WR SXW WKDW ULJKW ,W WKDW PDQ\ FRPPHUFLDO FDOO KDYH DOUHDG\ EHHQ RQ WKLV

Why Healthcare Call Centers are Failing

$V ZH KDYH VHHQ WKH SULPDU\ J
healthcare call center is to match patients to
PHGLFDO VHUYLFHV DQG SURYLGH
FXOPLQDWLRQ RI WKLV XVXDOO\ U
VFKHGXOLQJ RI DQ DSSRLQWPHQW
IROORZ XS DFWLYLW\ VXFK DV D
VSHFLDOLVW WR H[SODLQ WHVW U HV

9DULRXV UHFHQW VWXGLHV E\ LQ
KDYH VKRZQ WKDW WKH YDVW PDM
FHQWHUV DUH IDLOLQJ LQ PXOWL

- 1RW DQVZHULQJ FDOOV TXLFNO HQRXJK
- 1RW DVVHVVLQJ FOLQLFDO QHHGV DFFXUDWHO\ HQRXJK
- 1RW PDWFKLQJ SDWLHQWV WR SURYLGHUV RIWHQ HQRXJK
- 1RW PDQDJLQJ WR VHW DSSRLQWPHQWV

7KRVH DUH VRPH IDLUO\ VHULRXV FKDUJHV VR OHW V GLJ LQ

- Time to answer

7KH &HQWHUV IRU 0HGLFDUH DQG 0HGLFDLG 6HUYLFHV &06 F
DOO 0HGLFDUH 3UHVFULSWLRQ 'UXJ 3ODQV 3'3V WR DQVZHU
VHFRQGV ZLWK D PD[LPXP DEDQGRQHG UDWH ,Q FRPPHU
FLUFOHV WKLV ZRXOG EH FRQVLGHUHG D IDLUO\ ORZ VHUYLFH
HYLGHQFH VXJJHVWV WKDW PDQ\ KHDOWKFDUH SURYLGHUV DU

$ UHFHQW VWXG\ E\ .\UXXV PDGH FDOOV WR OHDGLQJ KHDO
IRXQG WKDW LW WRRN DQ DYHUDJH RI MXVW XQGHU PLQXWH
DJHQW 0RVW RI WKHVH FDOO FHQWHUV DQVZHUHG ZLWK DQ ,
E\ D VWULFW GH‹QLWLRQ RI WKH UXOHV +RZHYHU QHDU\ P
IRU DQ DJHQW LV D IDLU\ SRRU H[SHULHQFH IURP D FXVWRP
DOVR EH QRWHG WKDW RI FDOOV DQVZHUHG ZLWK DQ ,95
WR D OLYH DJHQW 7KH ORQJHVW ZDLW WLPH IRU DQ DJHQW Z

- $VVHVVLQJ FOLQLFDO QHHGV

7R EH DEOH WR IXO‹O WKH FDOO FHQWHU V PRVW YDOXDEOH
FHQWHU DJHQWV DUH DEOH WR PDNH UHODWLYHO\ VLPSOH FO
QHHGV WR EH DEOH WR LGHQWLI\ ZKLFK SURYLGHUV ZRXOG E
(YHQ ZKHQ WKLV LV QRW SRVVLEOH LW VKRXOG VWLOO UHVX
SK\VLFLDQ VR WKDW D UHIHUUDO WR DQ DSSURSULDWH VSHFL
,Q WKH .\UXXV EHQFKPDUNLQJ VWXG\ RI DJHQWV ZHUH XQ
SDWLHQWV ZLWK D FOLQLFDO\ DSSURSULDWH SURYLGHU 7K
LQDELOLW\ WR DVVHVV WKH FOLQLFDO QHHG FRUUHFWO\ RU ‹

7RR RIWHQ KHDOWKFDUH FDOO FHQWHU DJHQWV DUH VWLOO
WR DVVHVV FOLQLFDO QHHGV DQG WKH\ DUH QDWXUDOO\ XQ
LQIRUPDWLRQ LQ WKHLU KHDGV WR NQRZ ZKHUH WR ORRN IRU

- 0DWFKLQJ SDWLHQWV SUHIHUHQFHV

2QFH DSSURSULDWH SURYLGHUV KDYH EHHQ LGHQWL‹HG IURP SDWLHQWV RWKHU SUHIHUHQFHV QHHG WR EH WDNHQ LQWR FDOO FHQWHU DJHQWV QHHGV WR EH DEOH WR PDWFK SDWLH ZKLFK SURYLGHUV DUH DSSURYHG E\ WKHLU LQVXUDQFH FRPS ORFDWLRQ DQG DSSRLQWPHQW WLPH DQG HYHQ WKH JHQGHU

:KLOH IDLOHG WR PDWFK EDVHG RQ LQVXUDQFH SUHIHUHQ SURYLGHUV LQ SUR[LPLW\ WR WKH FDOOHU DQG IDLOHG W SUHIHUHQFHV $JDLQ WKH SUREOHP VHHPV WR EH WKDW DJH WR WKH SURYLGHU LQIRUPDWLRQ WKH\ QHHG WR EH DEOH WR

- %RRNLQJ DQ DSSRLQWPHQW

$SSRLQWPHQW VFKHGXOLQJ LV IRU PRVW FDOOHUV WR D KHD REMHFWLYH RI WKHLU FDOO DQG \HW RYHUDOO RI FDOO F XQDEOH WR GR WKLV GLUHFWO\ RYHU WKH WHOHSKRQH DW C

:KHQ D SURYLGHU LV IRXQG LW RIWHQ UHTXLUHV WKH FDOO F ZD\ FDOO ZLWK WKH SURYLGHU WR VHW WKH DSSRLQWPHQW DQG WHGLRXV IRU HYHU\RQH LQYROYHG HYHQ LI WKH RXWFRP

:KDW V JRLQJ ZURQJ"

0RVW RI WKH SUREOHPV ZKLFK DUH OHDGLQJ KHDOWKFDUH FD SRWHQWLDO YDOXH DUH RSHUDWLRQDO DQG WHFKQRORJLFDO LQ WKH NLQG RI SURFHVVHV DQG V\VWHPV DGRSWHG E\ PRVW

:KHWKHU WKDW LV GXH WR D IDLOXUH WR WKLQN FRPPHUFLDO RQ KHDOWK RXWFRPHV DERYH SUR‹WV WKH UHDOW\ LV WKD EHLQJ PHW DQG WKDW QHHGV WR FKDQJH

7KH 6ROXFLHQW VWXG\ LQWR FDOO FHQWHU 52, IRXQG WKDW UHSHDW FDOOHUV XVH PRUH KRVSLWDO VHUYLFHV WKDQ RQH WLPH FDOOHUV WKDW WKH UHWHQWLRQ UDWH IRU FDOOHUV LV KLJKHU WKDQ IRU QRQ FDOOHUV DQG WKDW UHSHDW FDOOHUV DUH WZLFH DV OLNHO\ WR UHVSRQG WR PDUNHWLQJ FDPSDLJQV DV QRQ FDOOHUV

7KH LVVXHV FDQ EH EURDGO\ FDWHJRULVHG DV IROORZV

- Lack of focus on the customer experience

3ULRULWLVLQJ .3,V NH\ SHUIRUPDQFH LQGLFDWRUV VXFK DV
DEDQGRQ UDWHV DQG WLPH WR DQVZHU LQ D UHJXODWHG HQ
EXW VRPHWLPHV KLWWLQJ WKHVH WDUJHWV FDQ FRPH DW WK
WKH\ WKLQN LV LPSRUWDQW)RU H[DPSOH DQVZHULQJ DOO F
D OLYH DJHQW PLJKW DOORZ WKH FDOO FHQWHU WR PHHW LW
D JRRG FXVWRPHU H[SHULHQFH LI LW WDNHV DQ DYHUDJH RI

- Lack of access to information and systems

,Q RXU H[SHULHQFH KHDOWKFDUH FDOO FHQWHUV ODJ VHYHU
FRXQWHUSDUWV LQ WKHLU XVH RI WHFKQRORJLHV WKDW DLG
GHVNWRSV ZRUNŒRZ VROXWLRQV NQRZOHGJH EDVHV VSHHF
DQG LQ WKLV SDUWLFXODU FRQWH[W UXOH EDVHG ORRN X

:KHUH DJHQWV DUH VWLOO XVLQJ SDSHU GLUHFWRULHV WR ‹G
IRU D FDOOHU V FOLQLFDO QHHGV DQG ([FHO VKHHWV RU WK
DSSRLQWPHQWV H•FLHQF\ VXIIHUV GUDPDWLFDOO\ DV GRHV

- /DFN RI WUDLQLQJ LQ SURFHVVHV DQG V\VWHPV

3HUKDSV XQVXUSULVLQJO\ DJHQWV LQ KHDOWKFDUH FDOO FH
HPSDWK\ OLVWHQLQJ DQG XQGHUVWDQGLQJ WKH\ UHDOO\
WHUPV RI WUDLQLQJ LV PRUH SURFHVV RULHQWHG VXFK DV K
WR PDNH D FOLQLFDO DVVHVVPHQW DQG PDWFK WKH FDOOHU
PHGLFDO FRQGLWLRQV DQG GLŠHUHQW SURYLGHUV IRU HDFK
DJHQWV WR KROG WKDW LQIRUPDWLRQ LQ WKHLU KDQG RU U
ZLWK DFFHVV WR NQRZOHGJH V\VWHPV NQRZLQJ ZKLFK TXH

7KH 6ROXFLHQW VWXG\ DOVR GHOYHG LQWR FXVWRPHU VDWLVIDFWLRQ LQ WKH KHDOWKFDUH VHFWRU DQG IRXQG WK WKH PDLQ GULYHU DW OHDVW IRU WKH 0HGLFDUH PHPEHUV FRQVXOWHG ZDV WKHLU SHUFHSWLRQ RI WKH OHYHO RI FDU ZHUH GHOLYHUHG UDWKHU WKDQ WKH UDQJH RU GLYHUVLW\

7KLV VXJJHVWV WKDW KHDOWKFDUH FDOO FHQWHU DJHQWV V VR WKH EDVLFV QHHGHG WR VDWLVI\ SDWLHQWV DUH DOUHDG WKDW GHVLUH WR KHOS SDWLHQWV QRZ QHHGV WR EH FRPSO WKH V\VWHPV QHHGHG WR HPSRZHU DJHQWV WR DFFRPSOLVK

Putting the Systems in Place

In our talks with healthcare providers we've found that what WKH\ ZDQW PRVW RI DOO LV WR GHOLYHU DJHQW FR accuracy across all their sites, departments, and channels.

7KH\ ZDQW VWDQGDUGLVHG ZRUNLQJ SURFHVVHV IRU DJHQWV PHDVXUH DQG LPSURYH WKH SDWLHQW H[SHULHQFH DQG SUR RI VNLOO RU H[SHULHQFH RI DQ DJHQW RU WKHLU DELOLW\ W EH WKH GLŠHUHQFH EHWZHHQ JUHDW VHUYLFH DQG D FDOO W FHQWHUV WKLV FRXOG EH WKH GLŠHUHQFH EHWZHHQ D VDOH FRQVHTXHQFHV RI SRRU VHUYLFH RU EDG DGYLFH FDQ EH PXF

$V WKH V\VWHPV DQG WHFKQRORJLHV XVHG E\ KHDOWKFDUH S VWDŠ PXVW EH JLYHQ WRROV ZKLFK VLPSOLI\ DQG V\VWHPLVH IRUPHG RI PXOWLSOH VFUHHQV FRQVLVWLQJ RI VLQJOH TXHV SURPSWV KHOS DJHQWV DVN WKH ULJKW TXHVWLRQV DQG IRO

:KHWKHU IRU PHGLFDO WULDJH DSSRLQWPHQW
VHWWLQJ RU FODLPV PDQDJHPHQ DQO
SURFHVVHV FDQ EH EURNHQ LQW
VWHSV DQG EXLOW LQWR D ZRU
RŠHUV D SRVLWLYH XVHU H[SH
WKH DJHQW HQDEOLQJ WKHP
DQG PHWKRGLFDOO\ DQVZHU

7KHVH W\SHV RI ZRUNŒRZ FD
LQWHOOLJHQW JXLGDQFH GXU
SURPSWLQJ WKH DJHQW WR D
DOORZ WKHP WR WDNH DFWLR
UHVSRQVHV LQFOXGLQJ DVV
OHYHOV DVNLQJ IROORZ XS T
PDWFKLQJ WKH FDOOHU WR D

6XFK D V\VWHP KDV WKH DGG
EHLQJ LQWHJUDWHG LQWR WK
RWKHU V\VWHPV VR WKH\ DU
FHQWUDO UHSRVLWRULHV RI L
FROOHFWLRQ WKDW FDQ EH WX
operational insight.

Types of systems

Clinical assessment

$W LWV PRVW EDVLF OHYHO PDNLQJ D FOLQLFDO DVVHVVPHQ
'RFWRUV DQG QXUVHV FDQ FDOO XSRQ \HDUV RI WUDLQLQJ DQ
TXHVWLRQV WR DVN ZKDW WKH DQVZHUV PLJKW PHDQ DQG Z
JDWKHU $ FDOO FHQWHU DJHQW WU\LQJ WR PDNH DQ LQLWLD
GRHV QRW KDYH WKH EHQH‹W RI DOO WKDW PHGLFDO NQRZOH
UHIHUHQFH PDWHULDOV WKDW DOORZ WKHP WR ORRN XS LQIR
FRQGLWLRQV DUH LQ RUGHU WR PDNH WKH DVVHVVPHQW DQG

:KHQ DJHQWV KDYH WR UHO\ RQ ULQJ ELQGHUV RU D URORGH
FXPEHUVRPH DQG SURQH WR HUURU :KDW V QHHGHG LQVWHL
WKDW SURPSWV WKH DJHQW WR DVN FHUWDLQ TXHVWLRQV ED
TXHVWLRQV $W WKH HQG RI WKLV ŒRZ RI TXHVWLRQV DQG D
WKH V\VWHP DUULYHV DW D VLPSOH LQLWLDO GLDJQRVLV 7
DJHQW QHHGV QR PHGLFDO NQRZOHGJH DW DOO MXVW D NQR

7KH FRQFOXVLRQV WKH V\VWHP
DUH SUH GHWHUPLQHG E\ WKH KH
SURIHVVLRQDOV ZKR FUHDWH WKH ZRUNŒRZ
DQG VR FRPSOHWHO\ FRQVLVWHQW :LWK D
SDSHU EDVHG V\VWHP HDFK DJHQW FRXOG
LQWHUSUHW HDFK DQVZHU GLŠHUHQWO\ DQG
DVN GLŠHUHQW TXHVWLRQV WKHUHRUH
DUULYLQJ DW GLŠHUHQW DVVHVVPHQWV :LWK
D FRPSXWHULVHG V\VWHP WKH GDQJHU RI
matching patients to inappropriate
SURYLGHUV GXH WR DQ LQFRUUHFW DVVHVVPHQW
LV HOLPLQDWHG DVVXPLQJ WKH ZRUNŒRZ
LV EXLOW FRUUHFWO\ RI FRXUVH

0DWFKLQJ DQG VFKHGXOLQJ

$V ZH KDYH VHHQ WKH REMHFWLYH ZKHQ D
SDWLHQW FDOOV WKH FDOO FHQWHU LV WR VXSSO\
WR VFKHGXOH DQ DSSRLQWPHQW JRQQRZLQJ
the initial clinical assessment. In too
PDQ\ FDOO FHQWHUV WKLV LV VWLOO GRQH HLWKHU
XVLQJ SDSHU GLUHFWRULHV FRPSLFDWHG
([FHO VKHHWV RU E\ D WKUHH ZD\ FDOO
WR WKH SURYLGHU $OO RI WKHVH PHWKRGV
KRZHYHU DUH VORZ WHGLRXV DQG SRWHQWLDOO\
XQUHOLDEOH 7KH FDOO FHQWHU VKRXOG DLP
IRU D VFKHGXOLQJ DFFXUDF\ DSSRLQWPHQWV
WKDW GRQ W KDYH WR EH UHVFKHGXOHG GXH
WR VRPH HUURU LQ WKH KLJK
RWKHUZLVH ZRUN HQGV XS JHWWLQJ UHGRQH

,QVWHDG D VFKHGXOLQJ DSS FDQ EH XVHG WKDW
DJHQWV MXVW DFFHVV RQ WKHLU GHVNWRSV ZKHQ
the time comes to set an appointment.
7KH DYDLODELOLW\ RI DOO WKH KHDOWK V\VWHP V
D•OLDWHV DQG SURYLGHUV LV QHSW XS WR
GDWH LQ UHDO WLPH DQG WKH
VFKHGXOLQJ DSSRLQWPHQWV DUH DXWRPDWHG
LQ WKH V\VWHP ,GHDOO\ WKH
FDQ WDON WR WKH VFKHGXOLQJ DSS DQG
SDVV DORQJ LWV DVVHVVPHQW
DXWRPDWLQJ HYHQ PRUH RI WKH SURFHVV

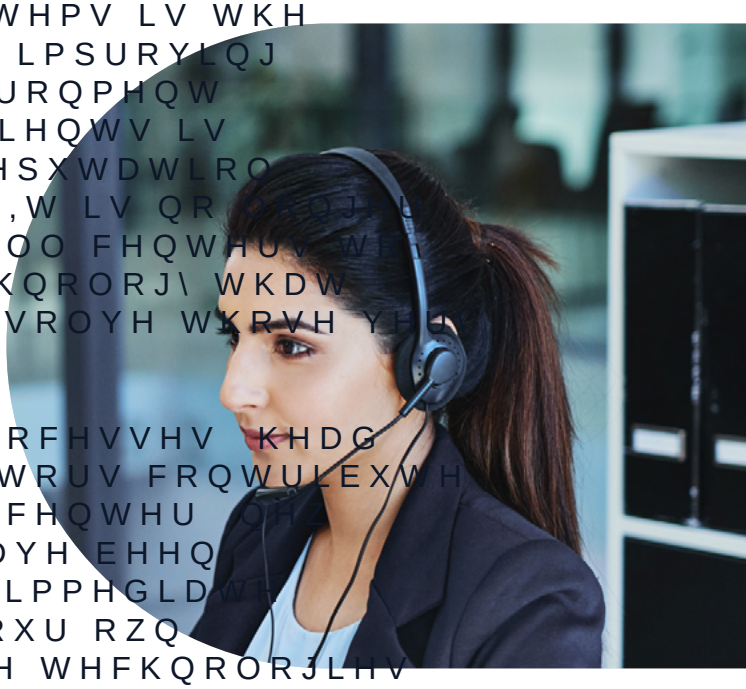
7KH UHVXOW DUH WKDW DSSRL
FDQ EH VHW PRUH TXLFNO\ PRU
DFFXUDWHO\ DQG ZLWK HYHU\R
spending less time on the phone.

$QDO\WLFV DQG GHSORWLQJ

,Q FRPPHUFLDO FRQWDFW FHQW
ZLOO EH GH‹QHG DQG PHDVXUH
WKH FRPSDQ\ V SURJUHVV WRZD
FRPPHUFLDO JRDOV ,Q RXU H[S
WKH XVH RI VLPLODU .3,V DQD
RI FXVWRPHU VDWLVIDFWLRQ 1
SURPRWHU 6FRUH DQG FXVWRP
LQ KHDOWKFDUH FHQWHUV LV O
:KLOH WKHUH LV VWLOO WRR PX
RQ VLPSOH RSHUDWLRQDO .3,V
PHQWHU V DQDO\WLFV VXLWH V
EH DEOH WR SURYLGH IDVW DQ
DQDO\VLV RI GDWD FROOHFWHG
PDOO SURFHVV ,QGLFDWRUV VX
SHUFRUPDQFH $YHUDJH &DOO +
7LPH FDOOV E\ IDFLOLW\ FDOO
VKRXOG EH DYDLODEOH DQG SU
FRQ‹JXUDEOH JUDSKLFDO LQWH
$GGLWLRQDOO\ GDWD FDQ EH
LQGYLGXDO WHDP DQG GHSDU
DQG EURNHQ GRZQ DQG SUHVHQ
QXPEHU RI UHSRUWV DOO RI ZK
GULOOHG LQWR E\ PDQDJHPHQW
RSHUDWLRQDO LQVLJKWV 7KLV
HYHU\WKLQJ IURP UHDOO\ SHUV
RQ WKH FRJ DSS DQG FRPS
PRQLWRULQJ DV ZHOO DV JRDO
DW WKH LQGLYLGXDO DQG WHDP

%HQH4WV

7KH PDLQ FKDOOHQJHV IDFLQJ KRVSLWDOV SK\VLFLDQV DQG KHDOWK V\VWHPV LV WKH QHHG WR ORZHU FRVWV ZKLOH LPSURYLQJ TXDOLW\ RI FDUH LQ DQ HQYLURQPHQW ZKHUH FRPSHWLWLRQ IRU SDWLHQWV LV LQWHQVH DQG LV EDVHG RQ UHSXWDWLRQ FRVW DQG VSHFLDOLVDWLRQ ,W LV QR [illegible] WHQDEOH IRU KHDOWKFDUH FDOO FHQWHUV WR FRQWLQXH WR RYHUORRN WHFKQRORJ\ WKDW KDV SURYHQ LWVHOI WR KHOS VROYH WKRVH YHU challenges in commercial call centers .



:KLOH WUDLQLQJ V\VWHPV SURFHVVHV KHDG FRXQWV DQG PDQ\ RWKHU IDFWRUV FRQWULEXWH WR WKH VXFFHVV RI DQ\ FDOO FHQWHU WHFKQRORJ\ LQYHVWPHQWV KDYH EHHQ VKRZQ WR KDYH WKH ELJJHVW LPPHGLDWH LPSDFW RQ SHUIRUPDQFH ,Q RXU RZQ H[SHULHQFH RI GHSOR\LQJ WKH WHFKQRORJLHV GLVFXVVHG DERYH LQ WKH ZRUOG V ODUJHVW FRQWDFW FHQWHU RXWVRXUFHUV ZH RIWHQ VHH SURGXFWLYLW\ JDLQV RI XS WR

:H KDYH ZLWQHVVHG VLPLODU LPSURYHPHQWV VLQFH ZH LPSOHPHQWHG RXU WHOHSKRQH WULDJH ZRUNŒRZ VROXWLRQ ZLWK WKH ODUJHVW GLVSDWFK FHQWHU LQ WKH 8QLWHG 6WDWHV

)OH[LEOH ZRUNŒRZ DQG VFULSW IRU FOLQLFDO DVVHVVPHQW WU PDWFKLQJ DQG DSSRLQWPHQW WKDW \RX FDQ FRPSOHWHO\ FX ZLWKRXW UHFRXUVH WR ,7 FDQ SURPRWH DJHQW FRQVLVWHQF\ GDWD DQG DQDO\VH LW IRU FRQ LPSURYHPHQW DQG UHGXFH FR UHGXFLQJ FDOO OHQJWK VODV WLPHV DQG HOLPLQDWLQJ ZDV

Improve call center operations

- Integration with existing
  HQYLURQPHQW DOORZV DJHQWV WR
  GR PRUH ZLWK WKH WHFKQRORJ
- 2QH V\VWHP WKDW FDQ EH
  VFDOHG DFURVV PXOWLSOH VLWHV
  to consolidate operations
- $XWRPDWLRQ RI SURFHVVHV UHGXFHV
  waste and lowers costs
- Training times and costs decreased
  DV DJHQWV RQO\ XVH WKH RQH V\VWHP

(QKDQFH DJHQW VDWLVIDFWLRQ
DQG H]FLHQF\

- 6WUHDPOLQHV SURFHVVHV DOORZLQJ
  DJHQWV WR DQVZHU TXHULHV
  DFFHVV LQVXUDQFH LQIRUPDWLRQ
  VFKHGXOH DSSRLQWPHQWV HWF
- $OO LQIRUPDWLRQ DJHQWV QHHG
  LV DW WKHLU ‹QJHUWLSV VR QR
  WLPH ZDVWHG MXJJOLQJ PXOWLSOH
  applications and processes .
- /HDGV DJHQWV WKURXJK FDOOV
  E\ VLPSOH TXHVWLRQ DQVZHU
  LQIRUPDWLRQ SURPSWV UHVSRQVH
  LQ SRVLWLYH DJHQW H[SHULHQFH DQG
  IDVWHU PRUH DFFXUDWH LQWHUDFWLRQV

%XVLQHVV LQWHOOLJHQ
maintain/improve market position

- 8VH LQVLJKWV WR LPSU
  SURFHVVHV DQG SDWLHQ
  ZLWK D YLHZ WR LQFUH
  DQG SUR‹WV ZKLOVW UH
- $OO FDOO GDWD LV FDS
  VWRUHG IRU UHSRUWLQ
- &XVWRPLVDEOH YLVXDO
  PDNHV LW HDV\ WR VSR
  WUHQGV DQG SUREOHPV
- ,PSURYHV PDLQ DUHDV
- 5HVRXUFHV RSWLPLV
  \RX PHHW FRVW WR V
- 3HUIRUPDQFH LPSUR
  HQVXUH \RX PHHW TX
  RI VHUYLFH WDUJHWV
- 3DWLHQW H[SHULHQFH
  HQVXUH \RX PHHW VDWLVIDF
  DQG OR\DOW\ WDUJHWV

6XSSRUW SDWLHQW DFTXLVLWLRQ
and retention

- $JHQWV KDYH DFFHVV WR
  LQIRUPDWLRQ QHHGHG WR VHU
  SDWLHQWV HŠFLHQW\

- +DYH YLVLELOLW\ RI SHUVRQDO
  KLVWRULF GDWD VR DUH HPSR
  GHOLYHU SHUVRQDOLVHG H[SH
- Eliminate long wait times
  DQG PXOWLSOH WUDQVIHUV