

Health care sales primer for Cloud Contact Center

powered by CXone



The health care landscape is changing rapidly - Inpatient services are moving to outpatient facilities or in-home. Health care workers often work in multiple locations- from Minute Clinics to hospitals and traditional doctor's offices.

Patients are responding to online services - from self diagnosis to chatbots - and health care systems have to share data, schedule appointments and provide secure, confidential responses online. And for State run organizations, units may operate with much autonomy - almost like a franchise of the overall organization.

Customer Problem to be solved:

This hospital system needed to provide customer friendly / full service modern health care in a distributed environment with rapidly fluctuating regulatory controls. In addition to omnichannel routing and an Inbound/ Outbound Dialer, the custom needed to modernize it's Workforce Management capabilities and impose higher standards for QM/QA. Two lines of business were impacted: customer care and administration.

Cause of the customer problem:

LOB Front End Customer Care

- Organization could not scale during the different seasons and turn up seats quickly (ex: during cold and flu season hold times become unmanageable).
- CC manager needed to be able to view live reporting and data on the go- the legacy system required too much tied to a desk.

LOB Administration

- The contact center could see website tickets or emails from patients but could not return emails because of HIPPA regulations.
- Legacy Workforce Management solution was operated by a 3rd party "On Prem" and not integrated with other Contact Center tools effectively.
- The CRM system was cobbled together between hospitals and offices - not centralized - and integrating data was a challenge for reporting, or important updates.

Solution to the Problem:

CXone WFO (Workforce Management for forecasting and Quality Management/QM Analytics), Reporting. Both are part of the overall CXone platform.

Benefits to the customer of the solution:

Quality Management Analytics provides insight:

The Analytics Driven Quality obtained with the WFO package provides great organizational insight. The cloud speech analytics software engine works directly with QM and recording to capture, evaluate and take action based on customer interactions. (Differs slightly from general analytics which envelops Operations data and other data points.)

Improved long term planning for the organization:

Utilizing WFM, this customer can accommodate unlimited events, leverage "what if" scenario planning for personnel, and align future staffing needs. Additionally they can review the historical accuracy of their forecasts and take action on intraday adjustments and future schedules, adapting quickly to unexpected changes.

Improved skill utilization for agents while offsetting costs:

Agents are aligned with customers more efficiently and quickly with advanced skills based routing (each agent can handle dozens of skills) and balancing agents to optimize workload and staffing.

Contact center staffing improves:

Scalability (both directions) for days/times throughout the calendar year. Easily add new agents when the business expands (new locations or services).

Compliance improvement: Improved agent adherence and reduced compliance costs. Insight into customer interactions for patterns (Why? When? How often?) and the ability to predict customer and agent behavior based on historical interactions.

Reporting for team and supervisors as well as organizational management. Robust, unified reporting. Multiple call trees (auto attendants, IVRs) skill / queue requirements. Each agent can have many assigned skills.

Solution Users: Provider Management - Operations, Contact Center management, Contact Center Agents

Purchasing Sphere of Influence: VP of Customer Care, CIO/CTO, COO, Marketing, VP of Applications or Operations

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