

CASE STUDY



comm
CONTROL

CONTACT
CENTER
SUITE
Powered by xCally

Comm Contact Center deployment at a Healthcare Services Company

Comm Contact Center Suite - An Omni Channel Solution for Voice, Video, SMS, Social Media, Webchat, Email, FAX and Open Channel

The client is a leading healthcare service provider offering healthcare services and delivering medical equipment and turnkey solutions for various medical institutions in the Middle East. They have multiple divisions such as Critical Care & Emergency, Surgical & Sterilization, Pharma, etc. Their mission is to facilitate a healthier community by connecting medicine with the Hospitals and end-user creating an environment for better healthcare service delivery.

Challenges faced

- Being a healthcare and turnkey solutions provider, there is a high demand to address the requests from many medical institutions and supply required equipment on time. To meet such demands, the customer was looking for a Contact Center solution, which could track all the calls, quick turnaround time, deliver required solutions over phone and forward the requests internally for further actions.
- The customer was in need of a Contact Center solution, which is proven, can handle high call volumes, identify the communication gaps, provide best customer experience for both callers and their internal Contact Center Agents as well.
- It was also important for the customer to choose a right solution, where the current need is for Voice based Contact Center solution, but should be scalable and be able to offer an Omnichannel solution in near future without having to replace the entire solution with a new software deployment.
- Further they had some very specific requirements:
 - Should integrate with existing IP Telephony / IP PBX at site.
 - Capability of designing an IVR with huge call flows depending on their industry needs with modular changes without too many complex configurations.
 - Greet and answer all the incoming calls and forward to any available Agents.
 - Queue all the calls to ensure the calls are not dropped and making use of the situation to play the marketing & promotional audio when the callers are in Queue.
 - Ensure the calls are distributed evenly to all the agents with multiple call distribution strategies
 - Identify the Agent performance, login/logout statistics, multiple analytical and statistical reports which help the management to understand the overall performance and caller satisfaction.
 - Offer Real time data, Live Dashboards for the supervisors to immediately understand the call statistics and to assist the agents during the live call.
 - Recording of all calls with search, playback, download features to evaluate the customer & caller interactions to avoid any litigations.

Solution offered

- Deployed Comm Contact Center solution that seamlessly integrated with existing IP Telephony / IP PBX at site.
- Based on customer requirement, multiple level call flows were created with Interactive Voice Response system to greet and answers all the calls with flexible configuration parameters and easy to use drag & drop GUI driven IVR design system.
- Within this IVR call flow, all the callers were greeted and following that, the calls were forwarded to available Agent based on the intelligence built in the application which automatically identified the status of the Agents. If the Agent was busy or on a break, the calls were not be sent to Agents, instead it was queued until the agents are available to answer the next call.
- Supervisors were able to view the Real time statistics about the indicators such as:
 - Number of calls waiting in the queue
 - Number of Agents who are active in the calls
 - Number of calls answered, abandoned, total calls offered, average talk time & hold time
 - Percentage of answered and abandoned rate
- Supervisors were also able to live monitor the calls, whisper and barge assisting the agents and providing his comments instantaneously delivering optimum customer services.
- Different kinds of reports and analytics were generated, to identify valuable and actionable items from customer end.
- Fewest call strategy was deployed for optimum distribution of calls to ensure incoming calls were evenly distributed to all agents.
- With recording in built to the solution, they were able to trace calls quickly to identify callers effortlessly.
- Powerful and flexible Search, Playback, Download features with detailed Audit trail logs for better tracking of user's access was helpful to the customer.
- Recorded calls helped them resolve disputes or defend against litigation from unhappy customers.



Business Results

- Customer was able to get the business results as expected.
- Delivered best customer experience with the help of real time data.
- Comm Contact Center handled many thousands of calls, providing a stable and high-performance solution as expected by the customer.
- Optimised hardware/software cost by integrating with existing infrastructure.
- Detailed information with valuable reports and analytical data of the Call Center.
- Comm Contact Center helped them to refine their processes.
- Our solution helped them in improving the quality and training, dispute resolution and also for compliance purposes.
- Having a realistic understanding of clients, they were able to make their marketing efforts much more efficient and impactful.
- By looking at client call history, the agents got the full history of communication records to resolve the situation without any disputes.
- Delivered quality service to customers in the quickest possible time and this was achieved using Comm Contact Center



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