

Overview

This leading healthcare provider, with its expansive network of hospitals and subsidiaries, aimed to elevate patient scheduling and support services to industry benchmarks, ensuring superior overall service quality. Boasting a dedicated workforce exceeding 20,000 across more than 700 practice locations in 26 markets, they are committed to comprehensive patient care.



Objective

To overcome resource allocation challenges, scale operations efficiently, enhance patient-centric solutions, and improved SLAs while maintaining patient satisfaction, ultimately driving operational excellence.

Business Challenges

The client faced several challenges in adapting to the evolving travel market, where demand for sustainable tourism was growing. These issues impacted both customer experience and operational efficiency:

- **Managing Demand:** Handling increasing patient inquiries without service delays
- **Optimizing Scheduling:** Streamlining open hospital and appointment bookings for accessibility
- **Reducing Abandonment:** Lowering dropped calls to enhance patient trust and reliability
- **Maintaining Excellence:** Consistently exceeding SLAs while delivering high-quality service and efficiency

The Solution

Beginning with **30 Full-Time Employees (FTEs) and scaling to over 500**, a dedicated support team of seasoned professionals was established to address the client's challenges, ensuring seamless patient scheduling and service operations. Continuous training and upskilling programs were implemented to maintain operational excellence. Advanced call routing strategies were introduced to minimize call abandonment and improve response efficiency. A specialized email management tool for automatic segregation of emails and resolution updates. Additionally, customized queues were designed to handle diverse patient inquiries effectively, ensuring a structured and efficient support system aligned with industry best practices.

Value Delivered

With a dedicated team, advanced call routing, and streamlined communication tools, our client was successfully handling over 2,000 patient scheduling and prescription refill calls daily while maintaining high service standards. Established an Internal quality management system for tracking audits and created a knowledge base along with resolution expert team.

12%

Higher service level achievement than the defined SLA, ensuring faster and more efficient patient support

01%

Call abandonment rate, significantly reducing dropped calls and improving patient trust

98%

Patient satisfaction, leading to fewer clinician complaints and a better overall healthcare experience

Business Benefits



Improved Patient Satisfaction



Optimized Scheduling Efficiency



Reduced Call Abandonment



Higher SLA Compliance