

“From a public relations perspective, Envision’s Click2Coach solution has been a tremendous success for us. We are getting a lot of positive feedback from both the other practices we work with, as well as from interactions with staff. Perhaps most important, we’re also finding our patients want to talk to supervisors now to tell them what a good job our contact center is doing, versus to complain.”

Jürgen Fricke, CEO of Commerz Direct Service GmbH

One of the largest hospitals in New England utilizes a centralized inbound and outbound call center

The mission of the hospital contact center is to obtain all necessary registration information and managed care referral authorization in advance of each medical appointment in order to maximize the time spent on delivering patient care, rather than dwelling on paperwork.

The hospital call center operates Monday through Friday, approximately 12 hours per day, and handles nearly 400,000 inbound and outbound calls a year. About 65% of the contact center agents are focused on registration, while the remaining 35% handle the managed care referral system and other back office issues. The overriding key to success for the contact center is ensuring the quality of patient data, which is why the contact center selected Envision Click2Coach® for its agent quality management and automated coaching needs.

Data Quality is Key

The hospital understands the importance of data quality. By capturing accurate patient information prior to patient arrival, not only does it allow more valuable time to be spent on patient care, but it also guarantees that insurance is billed correctly, accurate clinical information is entered, employee relations are improved. Not to mention improved patient confidence and satisfaction—the most important measures of the hospital’s success.



Results

- Increased average quality scores to above 90 percent
- Dramatically increased patient satisfaction
- Improved new agent training
- Automation of eLearning clips sent directly to agent desktops

Industry

- Healthcare

Prior to rolling out Envision Quality Monitoring, it was difficult for the hospital contact center to audit the information given to them over the phone, versus the information that was going into their database. There are several pieces of sensitive information that need to be collected about each and every patient that visits the hospital, as required by state and city regulations. For example, the hospital needs to collect each patient's race, ethnicity and education level.

But before implementing a quality monitoring solution, the contact center was not confident this information was being accurately captured or that patients were always answering these questions sincerely. This combined with a desire to ensure an exceptional customer experience and positive employee relations, made the company decide to pro-actively find a quality management solution that would fit their specific needs.

After a thorough evaluation of competing solutions, the hospital selected Envision Click2Coach®, which integrates traditional quality monitoring with personalized coaching solutions in order to help call centers develop agents who have the skills needed to be truly effective. Supervisors can easily review customer interactions, evaluate agent skills and integrate training content with evaluations and annotated feedback to deliver customized, targeted coaching directly to the agent's desktop.

With Envision Quality Monitoring, the hospital contact center has increased its data accuracy to over 90% - from a 70% average before implementing the Envision Solution.

See Solution as a Coaching Tool

Ultimately, Envision Click2Coach was selected because it best suited the contact center's needs with all the solutions they needed on a single platform that was easy to deploy and use. One of the reasons the rollout was so effective was the manner in which it was done.

"We rolled out the monitoring solution strategically and thoughtfully to make sure our agents saw it as a coaching tool, rather than a 'big brother' threat," said the hospital contact center director.

Agents were trained proactively and collaboratively during the rollout so they could learn the solution in detail. This training included sending agents their own clips for assessment, which allowed them to evaluate the quality of their own work, hear their tone of voice and become comfortable with quality monitoring. After the initial 6-month rollout period, supervisors began reviewing clips with the agents and evaluating them based on the quality of work.

By replaying customer interactions and reviewing desktop activity, improvements were seen immediately in the quality of data being captured. Scripts were being followed more closely, appropriate questions were being asked more often and information was being captured more accurately.

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SUCCESS STORY

Envision—Contact Center Performance Assured.

Envision helps companies better align and integrate the people, processes and technologies within the contact center to drive exceptional customer service. Our belief is that continuous agent improvement helps maximize every contact with customers, which ultimately drives increased contact center and enterprise performance. Envision Centricity is a complete Workforce Optimization suite to aggregate, monitor and analyze data and performance at the agent, contact center and enterprise levels. It is comprised of multiple applications including Envision Workforce Management™ for scheduling, forecasting and staffing, with applications for quality monitoring, identity protection and compliance, and analytics; and the industry-renowned Envision Click2Coach® for fully integrated quality monitoring and management, e-learning, automated coaching, robust analytics and performance management capabilities. Visit www.envisioninc.com, email info@envisioninc.com or call 206.225.0800 ext. 500 for more information.