

One of the Largest Hospitals in New England Improves Data Quality and Agent Training with Envision Click2Coach®

One of the largest hospitals in New England utilizes a centralized inbound and outbound call center that focuses on patient registration information, patient insurance eligibility verification and managed care referral processing. 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 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 — as are both patient confidence and satisfaction — the most important measures of the hospital's success.

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.

Overview

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

Purchase Decision Factors

- > More than 100 agents
- > Inbound and outbound calls
- > 400,000 calls per year

Product Solution

Click2Coach®

Industry

Health care

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

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.

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Careful Rollout Ensures Agents See Solution as a Coaching Tool Not as Big Brother

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.

"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."

About Envision

Envision is a pioneer in delivering innovative team coaching and performance improvement products and services to the contact center. Envision's landmark and industry-renowned Click2Coach® fully integrates the value of quality monitoring and management, e-learning, automated coaching and robust analytics and performance management capabilities.

Envision marries the power of Click2Coach and Envision Workforce Management™ together on the award-winning Envision Centricity® Web-based workforce optimization (WFO) technology platform to deliver a full spectrum of ROI-driven efficiency and effectiveness gains that meet the most specific and unique objectives of customer-focused organizations worldwide.

A commitment to unparalleled customer-centricity is at the center of the company's mission and is what makes Envision the authority on delivering an uncompromising customer experience. Visit www.envisioninc.com, email info@envisioninc.com or call 206.225.0800 ext. 500 for more information.

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