



CUSTOMER SUCCESS STORY

Healthcare

A Case Study by Nexidia, Inc.

“Why are customers talking to agents rather than using the self-service options?”

“Because we can now automatically monitor large volumes of calls and drill down to investigate specific calls to understand the causes of fluctuations, this insight helps us to continually improve our self-service processes and agent effectiveness.”

Sr. Director, Member Services, Leading Healthcare Provider

Learn how Nexidia can help you gain real business intelligence from your recorded calls at www.nexidia.com.

BUSINESS IMPACT

Today’s organizations spend millions of dollars implementing interactive voice response (IVR) and web-based self-service processes to decrease the amount of calls coming into the contact center and to provide customers with alternate service options. Speech analytics enables you to understand why calls are coming into your call center and identify those that should be handled by your self-service systems.

PROBLEM

A leading healthcare provider relied heavily on the use of an interactive voice response (IVR) system to handle customers who want to use their pay-by-phone service. However, the CRM system reported a significant spike in bill payment calls being logged by their agents.

SOLUTION

Using Nexidia speech analytics to categorize calls where a payment transaction occurred, they discovered

that the IVR system was routing calls where the patient entered an incorrect statement number to the live agent queue. Rather than forcing people to call back into the IVR, agents were processing these payments over the phone, resulting in a spike of payment calls. They also discovered that the sharp rise in billing calls didn’t occur until a specific date, which they linked to major IT updates made to portions of their IVR system.

RESULT

After the investigation, the healthcare organization corrected their IVR menu so that patients could re-enter their statement numbers and then had the IVR system read the numbers back to them for verification before continuing. Bill payment calls being handled by agents decreased almost immediately, and were limited to those who had questions or concerns about their bills. This reduction of calls to agents saved the company an estimated \$2.2M annually.

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