

How INI Enabled a Large West Coast Healthcare System to Better Manage Call Volumes.



IMPROVED
CUSTOMER EXPERIENCE



25% FEWER
ABANDONED CALLS



REDUCED
HOLD TIMES

This West Coast Healthcare System needed a comprehensive solution that would help manage call volumes in their busy call centers.

CHALLENGES

With 34 acute care hospitals, 600 physician clinics and 1.5M health plan members, the need for assistance was great. The healthcare system's health plan call center, specializing in benefits and eligibility, was an especially busy one. On an average day, the call center could receive up to 10,000 calls, with callers frequently experiencing long wait times as agents tried their best to keep up with the increasing demand. It was clear that the large healthcare system needed a solution that would ease call volume spikes and evenly distribute agent time.

SOLUTIONS

Working with the healthcare system, INI implemented a callback solution using INI SureConnect™. Opting to use the CallerFirst delivery method, the healthcare system was able to initiate callbacks at the chosen times, place callers in a high-priority queue, and connect them to representatives quickly. INI SureConnect allowed callers to be called back, based on their position in queue or at a scheduled time of their choice rather than wait on hold.

RESULTS

The healthcare system soon realized other call centers could benefit from INI SureConnect. The helpdesk, internal benefits department, and "Ask a Nurse" all added INI SureConnect.

With the help of INI SureConnect, the healthcare system's call centers experienced:

- ✓ Greater caller satisfaction
- ✓ Significantly shorter hold times
- ✓ Reduced toll costs for inbound calls
- ✓ 25% fewer abandoned calls

Contact INI to learn how INI SureConnect can reduce wait times and improve caller satisfaction in your call center.