



2018

CASE STUDY FOR

Emirates
Hospital

An Emirates Healthcare Company

EMIRATES HOSPITAL
VITALIZED WITH
AVAYA CONTACT CENTER
SET UP BY
IMPERIUM





A prestigious name and a subsidiary of Emirates Healthcare Company, **Emirates Hospital** has seven branches in **UAE** and is an internationally recognized beacon of progress in the region's healthcare ecosystem providing personalized, real-time healthcare solutions.

The team envisions creating the highest quality healthcare delivery ecosystem to improve the country's overall health and quality of life. Their facility, medical equipment, internationally accredited staffing and highly skilled and qualified doctors and nurses, all of which make viable the construct of an ecosystem that implements best internationally practiced medical protocols.

The Emirates Hospital Group stands by innovation and comfort for their patient. They partner with regulators, institutions, insurers, manufacturers, to develop and to nurture new ideas and long-term strategies that impact a positive change beyond hospital walls and into the homes and everyday lives of people. The group's core values are: **Simplicity, Accessibility, Agility, and Empathy.**

CUSTOMER CONCERN AND PAIN AREA

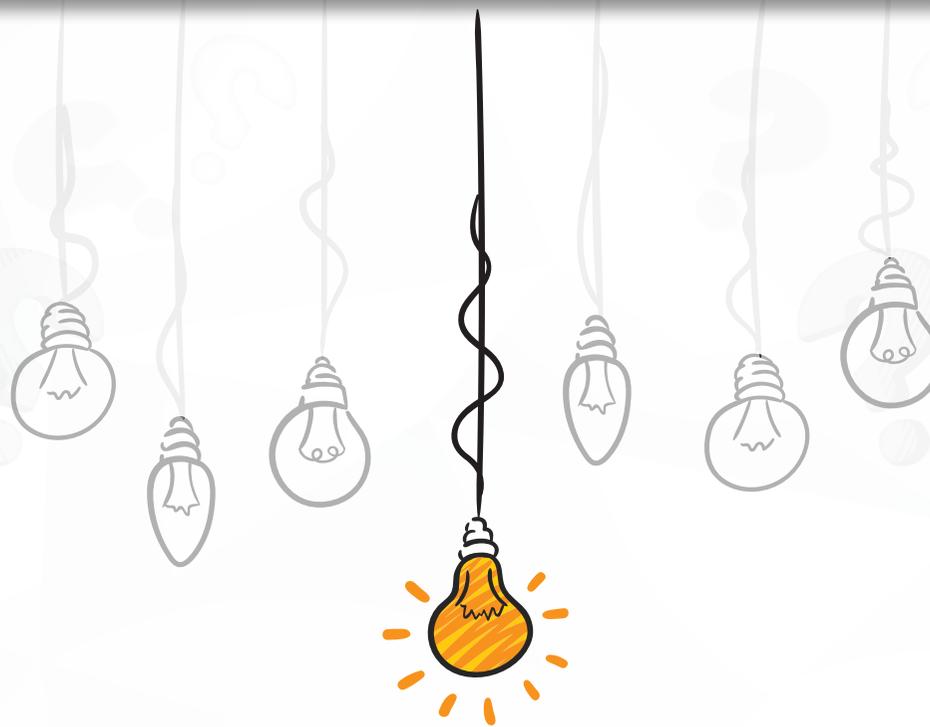
Initially, Emirates Hospital with all their clinics and branches worked in a decentralized mode. Each one working in their individual systems caused a lack of control and visibility. Their business applications were not integrated with the partial contact center maintained by each branch resulting into an incomplete customer experience.

Emirates Hospital group wanted to make their services accessible and their operations more tangible for their patients and management respectively. Customer service plays an axial role in this cycle connecting the two. This function was handled as a reception desk activity at various branches of the hospital making the customer experience hollow and ineffective.

Working in such a set-up and especially when the number of branches were increasing proved to be cumbersome and draining. Call volumes of queries coming in perked up to 1000 calls a day, overburdening the reception. The team had a Hospital Management System which had to be referred to manually to extract and amend data while handling a customer call. This led to a long call waiting queue, dropping call respond and call resolution time. In healthcare sector, having unsatisfied customers is not an option as it could be a matter of life. The only visible option was to increase resources, which would require meticulous organization capabilities and a single reporting system to make sure everyone is on the same page.

The prerequisites of setting up a customer service department in the conventional manner could be an expensive and time consuming affair. Even if attained, that is all there could be. Investing in human resources for enhancing customer service experience may not seem feasible. Especially when there are limitation in system and the possibility of human error involved. These shortcoming became hurdles in the path for Emirates Hospital groups to accomplish their vision.

WHY IMPERIUM?



“We share a close bond with Avaya as a dedicated technology partner and software integrator in the region. Through years, we have developed a deep understanding and best implementation practices in the industry for setting up an Avaya Contact Center. Imperium software is tested and verified by Avaya, and has gone beyond to gain customer’s confidence by bringing holistic and substantial solutions to the table.”

-Imperium Software Technologies

SOLUTIONS



Encapsulating the vast operations of multiple branches at a single place and a synchronized interface would definitely require a centralized call center set up assisted by a unique 800 toll free number for all branches. That's what we enabled.

Emirates Hospital approached Imperium and we offered our best products to build and capture customer relations easily.

AVAYA CONTACT CENTER



Avaya Contact Center is an innovative product developed to make business tangible and value based where customers and patrons are placed at the center of everything.

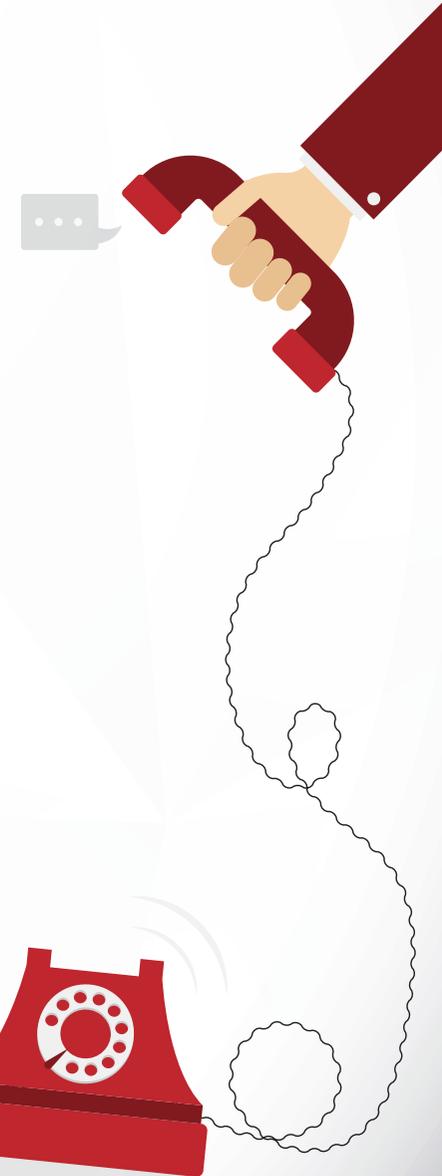
This could be more than a product for Emirates Hospital, it's a new expense and a system of reconnecting with customers with new capabilities and minimal scope for errors and risks.

Avaya Contact Center offers skill based delegation of customer service scenarios to team equipped with multi-channel capabilities in English, Spanish, French, German, Italian and Brazilian Portuguese to enhance customer experience for a diverse audience. Most importantly, it's an end to end solution for enterprises who wish to increase the value of each customer relationship. This can translate into more satisfied customers and a more profitable business.

Imperium set up a fully functional Avaya Contact Center for Emirates Hospital. A well-integrated system with voice, email, web chat channels, which shall enable proactive management of the entire customer interaction lifecycle. We offered Avaya Contact center with powered user licenses enabling softphone users for the contact center. For a contemporary work environment, a move to an unconventional setup where an agent can work from anywhere by just logging into a system

Enabled

800 Toll Free Number & Centralized Call Center in AL Quoz, Dubai



IMPERIUM SOFTWARE TO COMPLIMENT

⊕ HOSPITAL



After having set up a finest Call center for Emirates Hospital group at Al Quoz, we addressed their requirement for enhancing the functionalities of the call center. This included helping them manage the contact center in sync with business applications in the backend, to help them attain 0% abandoned call rate, to capture customer feedback and conduct surveys and to enable SMS and social media functionalities. Imperium complimented the Emirates Hospital contact center with these elements for enhanced business communication.

CTI SOLUTION: THE IMPERIUM CRM CONNECT



Imperium uses its iconic CRM Connect Software to link Emirates Hospital's database to the newly set up contact center. When a call comes in the CRM connect matches this contact with the pre-existing database of customers and patients and if a record found, displays the historic information of the customer on the dashboard screen of the agent receiving the call. The pop up appears in a fraction of second allowing the customer service agent enough time to contemplate his response and go about the call prepared.

With the CRM Connect, agent will be able to:

- ✓ Create new contact records in case of a new customer.
- ✓ Take down specification notes and remarks on the system which then gets saved in the particular customer record with respective call details.
- ✓ The Imperium CRM connect enabled the creation of complaint tickets by agents of behalf of the customers. These tickets once generated will be sent to the concerned person as an email alert. Along with that, the system will give frequent reports on the Complaints raised.

IMPERIUM CALLBACK ASSIST MODULE



An efficient Contact Center will often maintain call waiting time of maximum 20 sec and not more. A decent response rate leaves a good impression on the caller who's already been through a call routing IVR to have reached the agent. It so happens that callers waiting in queue for more than 20 second may drop the call. Such calls mean that the team will miss out on important patients who needed assistance urgently.

Imperium implemented an excellent Call Back Module for such missed calls. A list of dropped calls with waiting time of 20 sec or more is compiled by the system. The system then will automatically make outbound call after an interval of suppose 5 minutes. If these calls are answered, the system will route them to available agents. This value adding module is great for human resource management and cost efficiency as it saves the effort of setting up another team for this task. The call back module is also laid with inbuilt intelligence and automated voice respond.

IMPERIUM CUSTOMER SURVEY MODULE



A services industry thrives on what customers think of you and of the service they received. We felt it crucial for Emirates group of hospitals to conduct regular customer surveys for developing a scope of improvement. However, reaching out to each customer manually for a feedback has its own challenges.

Imperium had a quick solution. The **Imperium Customer Survey Module** is a multi-level application designed for the Avaya IPOCC. It can conduct automated post-call survey for analyzing customer service quality. We customized this module to make out-bound calls to 20% of customer query calls received at Emirates Hospital Contact Center on a particular day.

The CSM would use a list of in-bound calls from previous day to compile a list of 20% of callers' and their contact details through random selection. The module will then make outbound calls to them supported by an automated IVR integration. The IVR would conduct a scripted survey over the call and the inputs from the customers will be used to create survey reports.

IMPERIUM SMS SOLUTIONS



A quick and simple mode of communication with patients and customers, SMS is highly feasible for sending updates about

• **APPOINTMENTS** • **CANCELLATIONS** • **RE-SCHEDULING** • **REMINDERS**

This Module has been enabled in integration with the CRM. Once the appointment has been created or altered by the agent and reflects in the CRM customer record, the SMS module sends out notification to the customer after a few minutes to avoid multiple SMS's going out to a single customer. Also, the system sends out reminders to clients for scheduled appointments a day prior to the appointment date.

At a hospitals, this module proves beneficial in keeping thing on schedule and up to date.

CLIENT SATISFACTION



We considered it our honor to have served the esteemed Emirates hospital.

The management team at Emirates Hospital were very appreciative of our services. They count us as a reliable supply partner in the industry.

“Since we signed the contract with Imperium, we have been provided with highest quality services and the even better customer service.” Says Emirates Hospital team.

The team was happy that we delivered what they wanted and we delivered it earlier than expected and backed with quick resolution and excellent service for any issues that occurred in installing and functioning.

Imperium as a compassionate technology and software provider makes sure that we are available throughout the process and sign off only after having delivered great results which thrill our customers and charge them up for new business opportunities.

“We could not conduct our business without you! Thank you for a favourable services in our business, and we look forward to many more years and more projects together” – Emirates Hospital



THANK YOU FOR USING OUR SERVICES.

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