



InstaCC™ Cloud enables a healthcare leader to adopt their CRM to its complete potential and improve the healthcare experience for patients



About the customer

One of the **largest hospital chains** in India

It has a **robust presence across the healthcare ecosystem** including hospitals, pharmacies, primary care and diagnostic clinics and several retail health models



Its contact centre employs over **1,000 agents** in India that handle customer queries related to appointment setting, follow-up calls with patients, appointment reminders, claim settlement, insurance etc

Summary

The healthcare company realised that the quality of contact centre interactions was sub-optimal as agents could not access customer information and data from previous conversations. To address this, the company invested in Microsoft Dynamic CRM. However, the project's go-live was affected due to integration challenges between the legacy on-premise telephone system and the CRM. Tata Communications migrated their legacy systems to the cloud, delivering seamless integration with the CRM.

By migrating its legacy system to InstaCC™ Cloud, the company has been able to seamlessly integrate and leverage the CRM capabilities for enhanced patient journeys. Now, company agents can get a complete view of patients and gather the context from previous interactions to deliver personalised services. This has helped the company multiply the return on investment (ROI) of both – CRM and contact centre.

Challenges

Legacy PABX system creates roadblock in leveraging CRM capabilities for great CX

Integration challenges with the legacy system

The prime objective of choosing Microsoft Dynamics CRM was to enable personalised interactions by providing agents with 360-degree view of patients. However, the CRM couldn't go-live as it failed to integrate with the legacy on-premise PABX system used by the contact centre. Without integration, the company lost out on valuable information about patient interactions which could otherwise have been used to serve them better.



Agents not equipped with contextual patient data

With no context of previous patient interactions and their sentiments, it was difficult for the agents to deliver a better experience. This resulted in longer issue resolution time, thereby dropping the first call resolution (FCR) performance.

Decline in agent productivity and support quality

With the healthcare company's legacy system, patient data resided in silos as the different business apps were not integrated. Agents had to toggle through multiple disparate systems to address patient needs, making it difficult to answer questions quickly or track patient history resulting in long average handling times (AHT).



Frequent SLA breaches

Given the lack of visibility into patient interactions the service level agreement (SLA) was frequently breached. The agents had no information about patient expectations and preferences. This led to a decrease in customer satisfaction levels risking damage to the company's reputation.

Solution

Leveraging the Contact Centre as a Service (CCaaS) advantage to improve patient experience

Tata Communications recommended that the company’s legacy PABX system be migrated to a cloud solution to address the integration challenges. Tata Communications’ InstaCC™ Cloud, a cloud-based contact center solution, seamlessly integrates with Microsoft Dynamics CRM. With the migration being completed within three weeks, the combined solution provided the company’s agents with



Complete visibility into patient interactions, enhanced reporting and analytics and automation capabilities.



Agents can now deliver personalised attention to patients to improve their satisfaction and boost loyalty.

In addition to benefiting from a single pane of glass, InstaCC™ Cloud has also provided the scalability and work-from-home functionality, contributing to higher agent morale and significant cost savings.

The outcome

Delivering efficient and patient-centric care with the combined power of InstaCC™ Cloud and Microsoft Dynamics

A holistic approach to patient care

Seamless integration of InstaCC™ Cloud with Microsoft Dynamics CRM enables the healthcare company to have a holistic view of patient interactions and access to comprehensive analytics on contact centre performance. Every interaction gets recorded into the patient’s history and can be accessed with ease on a unified screen. This has enabled the agents to drive positive experience in every interaction.



Patients feel more connected and at ease

With patient history, medical records and relevant data centralised at one place, agents now conduct personalised and contextual conversations with patients. Agents can seamlessly access call recordings, post-call notes, agent notes and stages of the patient’s journey. Access to this information has led agents and patients to have shorter exchanges of information, reduced wait times and higher satisfaction.





Improved agent productivity

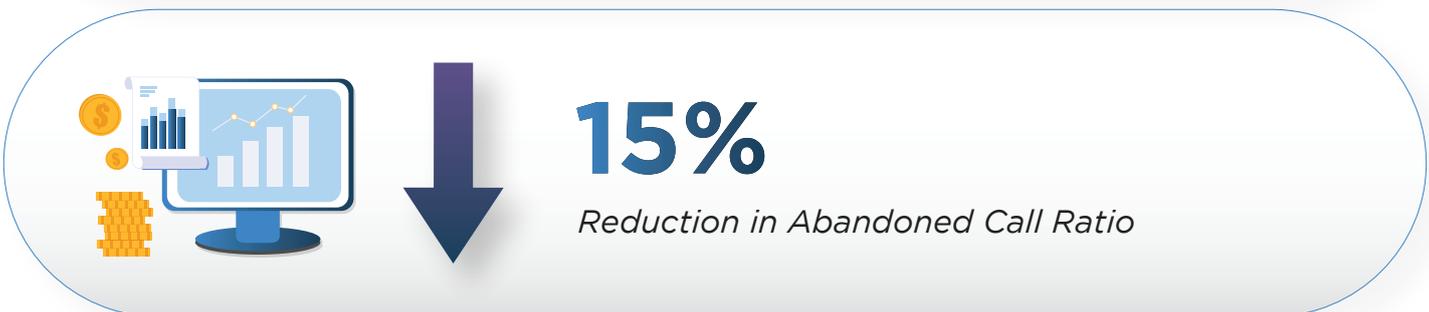
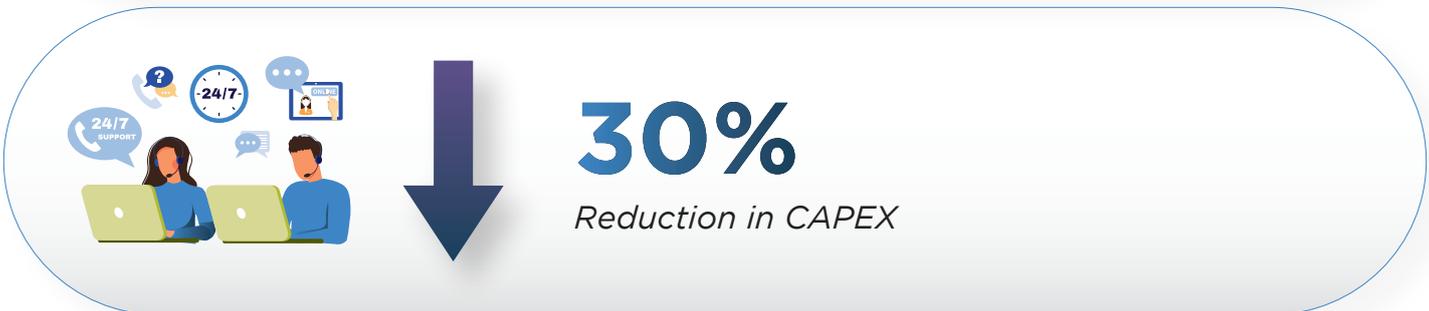
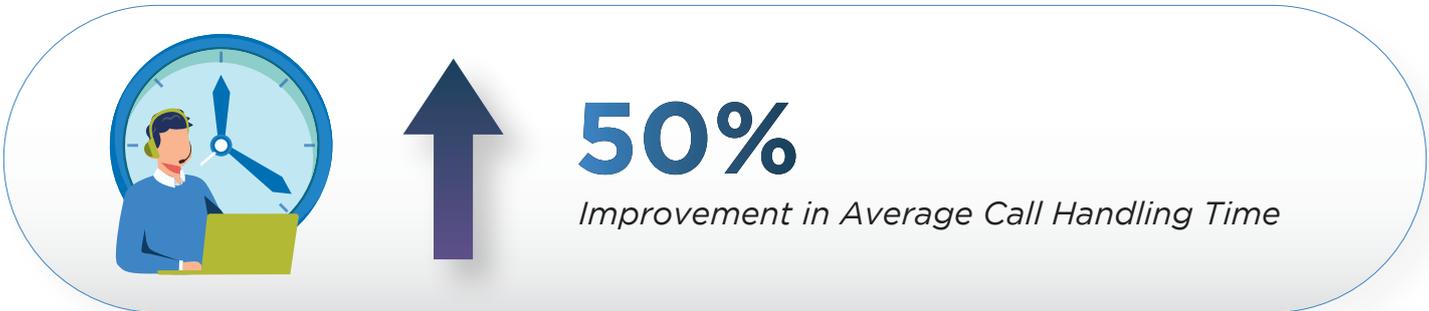
The integrated CRM system ensures a seamless flow of data across systems, thus eliminating the need for manual efforts by the contact centre team. With quick access to information about patient journeys across multiple touchpoints under one platform, the agents are able to spend more time interacting with the patient. It has relieved the agents from the stress of looking through previous data when getting calls thereby improving their productivity.



Reduction in SLA breaches

Contact centre managers leveraged the capabilities and critical inputs provided by the Tata Communications trained helpdesk to drive a reduction in the number of SLA breaches. This included monthly insights into KPIs like abandoned call ratio, average time to answer, average handle time, inbound/outbound streams, hold times, first-time resolution, and more.

Quantitative outcomes



The Tata Communications advantages



A single go-to partner for global contact centre needs including cloud, voice and network leads to reduced vendor sprawl and increased efficiencies.



Deep understanding of customer's business model and technology landscape and **consultative approach** to demonstrate how the new CCaaS environment will streamline operations, reduce costs, improve workflows and enhance the customer experience.



Getting agents up to speed with the new technology ensured **successful adoption.**



Proactive monitoring of contact centre KPIs 24/7/365 through a **trained desk** to track its performance and take corrective measures so that the contact centre performs at peak levels.



Recognitions

- **ISG Provider Lens™ 2023:** Rated as a 'Leader' for InstaCC™ CCaaS solution
- **Juniper Research:** Gold Winner, Best CCaaS (Contact Centre as a Service) solution



Knowledge about industry best practices, trends and emerging technologies.