



### **Business Support Services > Contact Center > Healthcare Helpdesk**

KGiSL offers a helpdesk solution that gives you access to a team of specially trained and managed group of agents, powered by industry-leading technology. By combining our toll free helpdesk with your business, our agents can handle all your important calls.

Helpdesk agents are always available to answer first level questions for your company, providing callers with help and attention during urgent issues, resulting in increased customer satisfaction levels and loyalty to your brand, products and services. At any time, our professional, qualified, and courteous call center agents can answer your customer inquiries with consistency and on demand.

KGiSL's state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective contact center support customized for clients. Services are customized around the client's specific needs and deliver highest quality service without sacrificing speed and efficiency.

Inbound Contact Center Services primarily focuses on helping client's attain business objectives, maximizing profits and stay ahead of competition. KGiSL inbound Contact Center infrastructure and company policies offer complete transparency in operations.

Multi-channel support	Accurate	Quick Response times	Deep Product / Service Knowledge	Variety of customer tools	Analytics and Reporting	Quality Assurance	Best Practices

### **Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity**

KGiSL provides contact center services from within your existing technology platform or our own in-house CRM system and workflow, integrating both teams to provide support and flexibility needed to keep costs down and to maximize capacity. Contact Center Agents fully trained in all relevant aspects of client's business ensure high quality of service.

Some of the benefits of outsourcing inbound contact center to the KGiSL include:

- All contact center agents work according to client's time zone
- World class infrastructure and leading technology platform
- 100% call recording
- Experience in different industries and projects
- Multiple channel support (email, web, phone, chat etc.) enabling customer choice
- Easily scalable operations with instant access to pool of expert agents
- Automated & robust Work Force Management System, Production & Quality management Systems
- Real time Dashboard and MIS with Analytics driven approach to sales and service

Please contact us for more information about our Contact Center Helpdesk Services.

## CASE STUDY: Healthcare Helpdesk - Inbound

### Client Profile:

The super specialty hospital has always offered a 24/7 nursing service 365 days a year so they wanted a helpdesk to support those who face time restrictions within their modern day life. When calls to action pour in from a new marketing campaign, the helpdesk is to be prepared for higher call volume. Their marketing and administration operations wanted call center to meet certain business goals including:

- Increasing patient satisfaction
- Reduced missed appointments
- Increasing Patient Retention and Referrals
- Resolving complaints & disputes
- Reduce readmission and improve patient safety

### Helpdesk Support:

KGiSL helped the hospital launch a **24 hour** Helpline service which offers potential patients, existing patients and other referrers the ability to talk to a member of our team 24 hours a day. Our agents learn why patients call and track details. The helpdesk determines patients' expectations of their calls and offers a remarkable experience for every patient every time. Trained agents offer a listening ear and help counsel crisis, loneliness, grief-of-loss, trauma, depression or feelings of isolation. Each month, this team receives thousands of calls and thousands of questions

The Helpline is a friendly team of people who assist in

- Answering general enquiries about the hospital
- Finding a consultant who best suits the patient
- Making appointments with consultants and coordinating admissions
- Giving patients the information they want when they want it
- Counseling health insurance coverage
- Dealing with a complaint or problem
- Providing directions to the hospital

### Challenge:

Generally call center strategies are designed to answer the most calls with the fewest people. Reducing the cost of each call by reducing talk time does little for call resolution yet ensuring the caller get what was needed. If patients have to call more than once to get the right answer, the cost per call doubles. If the patient talks to two people they get two different answers.

### Our Strategy:

KGiSL created a framework and customized the current CRM to support the healthcare call center strategy. Every facet of the call center was tailored at increasing the satisfaction of an individual patient

- Centralized unified desktop CRM helped ensure caller records are up to date
- Created a knowledge base that helped ensure agent's responses meet the patient's needs
- Determined call reasons that would be better served via the web and offloaded calls which are transactional, repetitive, and simpler to answer to a patient portal
- Recommended and established a separate helpline for to handle emergencies
- Established best practice metrics focus on minimizing
  - Wait time before an agent answers

- Wait time before the patient abandons the call
- Percentage of abandoned calls
- Average call duration
- Appointments made
- Bifurcated the training program for agents into four specializations viz. general, counseling, medicine & insurance. Our agents undergo classroom training to orient them to healthcare terminology, call management in the context of patient care, physician practice and healthcare organization protocols and the technical attributes of every solution we provide. Each Agent undergoes floor training in a live environment in the area of specialization. Training is an ongoing process and includes live audio recordings played back to quality assurance representatives.
- There were, of course, lots of questions to be answered around issues being counseled. The hospital administration helped address the issues and filled the gaps in our knowledge; and as the project progressed, the assurances we needed were provided.

### Results:

- Any agent would give the same response to the same question
- Agents consistently average 90% or greater in customer satisfaction
- Created a valuable dataset of callers with greater loyalty to the hospital. Mailing lead lists are supplied to the hospital for each marketing initiative
- Adjusted hours of specialized agents (general, counseling, medicine & insurance) to suit the needs of the patient
- Measuring helped improve the areas that caused patients to call in turn improving satisfaction
- Analyzed and presented the areas of process improvement to the hospital administration

