

Case Study

Orthopedics & Sports Medicine Practice

CUSTOMER PROFILE

Orthopedics and sports medicine practice

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Email
- CXone Chat
- CXone Reporting

RESULTS ACHIEVED

- 71% decrease in average wait time
- 20% increase in calls handled
- 52% increase in appointments scheduled
- 16% increase in patient visits
- Increased customer satisfaction
- Boost in agent engagement

ON THE NICE SOLUTION

“CXone is a great platform for running a contact center. It has all the capabilities you need to monitor performance and quality.”

Director of Operations
Orthopedics and Sports Medicine Practice

Orthopedics Practice Transforms ‘Phone Room’ into a Cutting-Edge Contact Center with NICE CXone

ABOUT THIS ORTHOPEDICS AND SPORTS MEDICINE PRACTICE

A high-growth medical practice is focused on delivering the finest orthopedics and sports medicine care. It treats approximately 10,000 patients each month at three locations.

Its contact center is a critical hub for handling interactions from patients, doctors’ offices, insurance carriers, attorneys and hospitals. Twenty agents handle more than 28,000 inbound calls monthly to schedule appointments, answer billing questions, submit requests for prescription refills and more.

Case Study

THE CHALLENGE

This busy, rapidly growing practice prides itself on utilizing cutting-edge medical techniques. But its contact center was using an antiquated phone system, and it struggled to keep pace as call volumes grew.

The old phone system couldn't support incoming call volumes, which resulted in extended hold times. Patients were frustrated, and the staff was discouraged—the phone system was causing the practice to lose business.

The organization tried different solutions—including an update to its phone system—to improve service levels, but none were effective.

The director of operations set to work researching cloud contact center vendors and building a business case to convince senior management that a new approach was needed.

The organization needed not only new technology but also an entire culture shift from 'phone room' to 'patient contact center.' The medical practice was proud to be a state-of-the-art organization, and the contact center needed to be cutting-edge, too.

Ultimately, the business case was approved, and the practice was ready to make the investment in its own future-proof, cloud contact center solution, NICE CXone.

THE SOLUTION

Massive gains in scheduled appointments and patient visits

With the implementation of CXone, the practice is handling more calls and seeing more patients. The same number of agents handles 28 percent more calls and schedules 53 percent more appointments, which has resulted in a 16 percent increase in patient visits. The practice has also improved its callers' experience: Call handle time has fallen by 20 percent, and average wait time has decreased by a whopping 71 percent.

To help manage call volumes, the practice uses CXone's call-back functionality, which lets patients choose to get a return call rather than waiting on hold—a feature that has been positively received.

The practice also offers patients the choice of using CXone Chat or CXone Email to connect with agents. The contact center supervisor has been particularly pleased, because chat and email have freed up phone lines, and agents can handle chats and emails more quickly than calls.

NICE CXone has also lived up to its "99% uptime guarantee." CXone has been very reliable, with no system downtime—a big change from the previous system.

"CXone's call recording has been invaluable in training our team and resolving patient complaints."

Director of Operations
Orthopedics and Sports Medicine Practice

OPPORTUNITIES IDENTIFIED

Call Recording ensures high quality

Having no functionality in the old system for reviewing or monitoring calls made it difficult for the practice to deliver on its commitment to outstanding service.

CXone's ACD Call Recording is invaluable because it helps ensure high quality calls. The practice uses it to replay calls and address patient complaints.

It has also proven to be a great tool for coaching agents. Every month, supervisors evaluate six calls per agent based on specific criteria and provide constructive feedback during one-on-one agent meetings. As a result, the organization has seen big improvements in overall call quality.

Agents improve performance with dashboards

With its previous system, the contact center had little insight into performance. That changed

dramatically with CXone Reporting, which enables agents to receive regular updates on important metrics.

Every agent now has a dashboard for tracking performance. They receive updates on metrics such as handle time, call volume and unavailable time. Results are also reviewed at a monthly meeting with their manager.

Agents love meeting on a regular basis and understanding exactly how they're measuring up, including targeting specific goals, such as reducing handle time by 30 seconds. CXone Reporting has played an important role in driving better visibility into both agent and practice performance.

Dramatic transformation into a cutting-edge contact center

With CXone, the orthopedics practice has transformed its former 'phone room' into a cutting-edge patient contact center which, by scheduling more appointments, has helped grow patient visits.

With visibility into performance metrics, contact center call quality has increased. CXone has played a critical role in improved customer service, agent engagement and performance.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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