

Enabling Patient Engagement and Personalization Services



ABOUT THE CLIENT

The client, a not-for-profit integrated health delivery system provider in the US, has several services and programs that cater to diverse communities with a considerable emphasis on providing quality patient support. The existing support system used by 200 contact center agents to serve 345,000 patients used manual processes with agents having to refer to multiple applications to resolve patient queries leading to long wait times on the phone.

WHAT WAS NEEDED

- A consolidated, one-stop CRM solution for patient support and query resolution
- Visibility into the utilization rate of agents
- The ability to create customer engagement and personalization

SOLUTION

- Developed Salesforce Lightning Console App for contact center agents
- Provided multi-device and multi-browser support
- Enabled Patient Quality Services (gaps in care and pre-visit planning) and communications/interactions management
- Provided 360-degree view of patient with historical interaction information
- Designed Staff and Outreach Productivity reports and dashboards
- Created a one-stop application to render MSTR, PAT and RAF disposition tracker within Salesforce
- Created secure integration with AQRS database using .Net API Services and Axway Gateway
- Created SFDC and EPIC integration via Webservices and SFDC Platform Shield to encrypt PHI data for HIPAA compliance

RESULT

- Reduced patient hold times with on-time SLA achievement 99% of the time
- Improved data quality by 27%
- Orchestrated patient journeys to deliver personalized messages
- Customized preferences for message delivery leading to increased open rates
- Reduced operational cost by 50%
- Increased user adoption by 90%
- Launched campaigns on time
- Prevented prospects from unsubscribing from the database and reduced spam complaints

ABOUT ITC INFOTECH'S CUSTOMER ENGAGEMENT & PERSONALIZATION CAPABILITIES

As part of our Customer Engagement & Personalization capabilities, we design and deliver memorable experiences for Customers, Partners and Employees, across physical and digital channels. With our design-first approach, deep domain, technology and practitioner's experience we have enabled some of the largest global enterprises to derive and amplify value from their CX, CRM, Marketing, Commerce and Loyalty initiatives. Our partnerships with best in class ISVs, design-led delivery and insight-infused approach offers a unique proposition, ensuring guaranteed success and delight for our clients across industry verticals.