INVOCA
CASE STUDY

CHG Healthcare

It started with attribution & uncovered an unknown call center problem.

Results at a Glance

93%
Reduction in
Ring-to Numbers

50%
Increase in Call
Connection Rate

CHG Healthcare started using Invoca
to get better attribution for calls
being driven by digital campaigns.
But then it unexpectedly uncovered
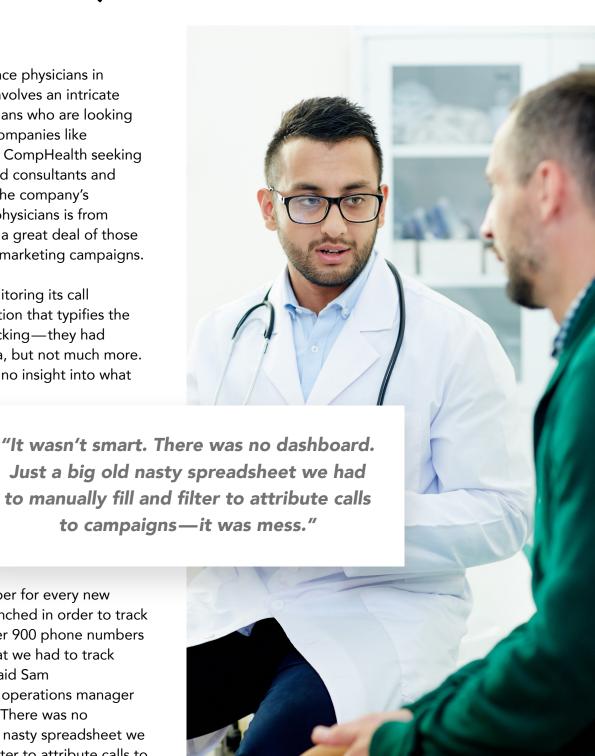inefficiencies in its call centers.

THE *(ORIGINAL)* MISSION

CHG Healthcare helps place physicians in medical facilities, which involves an intricate recruiting process. Physicians who are looking for placement call CHG companies like Wetherby Healthcare and CompHealth seeking assistance from specialized consultants and recruiters. Virtually all of the company's business from individual physicians is from inbound phone calls, and a great deal of those calls are driven by digital marketing campaigns.

CHG Healthcare was monitoring its call performance using a solution that typifies the last generation of call tracking—they had access to call volume data, but not much more. The company had almost no insight into what was happening on their calls or where the calls originated from in the digital journey.

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The old-school call tracking method they were using required that they set up a new phone number for every new digital campaign they launched in order to track conversions. "We had over 900 phone numbers that were getting calls that we had to track through spreadsheets," said Sam Schwendiman, marketing operations manager at CHG. "It wasn't smart. There was no dashboard. Just a big old nasty spreadsheet we had to manually fill and filter to attribute calls to campaigns—it was mess."

ONE CHALLENGE LEADS TO ANOTHER

The Need for Real-Time Attribution & Low Disruption

CHG was tracking calls from thousands of unique phone numbers and tracing back conversions using spreadsheets. There was no opportunity for real-time insights or optimization. By the time they could gather any data, it was too late to do much with it. While a change was needed, the 2,500-employee company was concerned about implementation slowing down their business and causing confusion.

Invoca Uncovers Call Routing Issues

While CHG knew there was a problem with marketing attribution, they did not know there was a big call routing issue hiding behind its lack of insight into calls. As they began monitoring call traffic with Invoca across two different divisions, they noticed something unusual. The first division that they rolled Invoca out to was only answering about 30 percent of its incoming calls. However, the second division was picking up over 70 percent of its calls. "These are actually competing divisions, so it was a real eye-opener for everyone that so many calls were going unanswered," Schwendiman said. "And when calls aren't answered, conversions drop precipitously, because the callers often don't leave messages or don't pick up callbacks."

THE RESOLUTIONS

CHG Healthcare was able to solve multiple issues by using Invoca, including the one it didn't even know it had.

Real-Time Attribution for Calls

With Invoca, CHG was able to quickly get out of the old spreadsheets and begin collecting call data and analyzing individual calls. In those first weeks, it reduced one division's ring-to numbers from 75 to just one. "Because of the way Invoca places the dynamic phone numbers on the website for us, it's a huge improvement for us from a reporting standpoint. It's like Christmas every time we open the Invoca dashboard!"

CHG was also able to hone in on call quality, and discovered that only 30 percent of the calls they were getting were physicians (qualified leads). The ability to categorize and quantify calls has been the biggest driver to improving the caller experience and optimizing digital ad campaigns to get the right callers on the line.

93%
Reduction in ring-to numbers in just weeks.

Invoca was able to reduce one division's ring-to numbers from 75 to just one

Improved Call Routing & Customer Experience

By monitoring and qualifying calls with Invoca, CHG discovered several issues with the way it was routing calls. First, they noticed that almost half (44 percent) of the calls were being routed by the receptionist to a voicemail-only extension, often during business hours. Of those calls, 25 percent never left a message—an instant lost lead. "We're paying for these calls, and more than half of them are never being connected."

They were then able to go to the sales division operations manager and point out that most calls are cold transfers going to nowhere. This allowed them to work together to make sure that reception answered all calls during business hours to make sure every call transfer was "warm." "We were able to make that change rather quickly."

What came as a surprise was that the two of its divisions, Weatherby and CompHealth, were routing calls in completely different ways.

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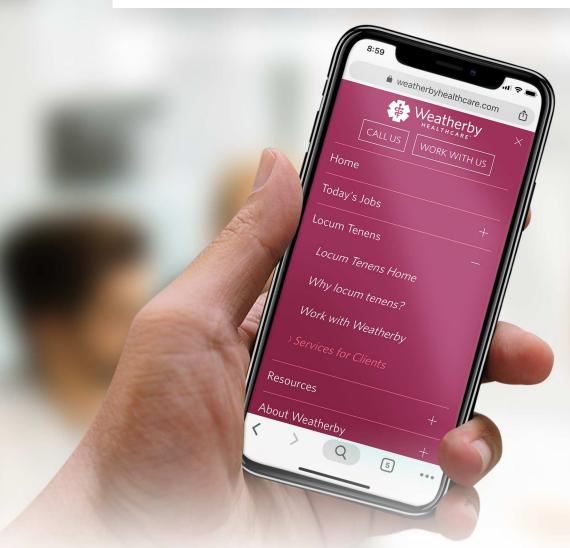
Wetherby was routing calls to individual agents, which resulted in only 30 percent of the calls being answered. Another division using this method was found to be connecting only 17 percent of calls. When customers called CompHealth, on the other hand, the call would ring every available line on the team. With this method, over 70 percent of incoming calls were being picked up. "We had no idea it was happening, but once we figured it out, fixing it was a no-brainer," said Schwendiman. The call routing at Weatherby and the other division was changed to match how it is done at CompHealth, and the connection rate jumped by nearly 50 percent.

Implementation with low business disruption

Invoca and CHG were able to roll out the call intelligence platform to the first division in less than six weeks. "One of the big things we were looking for was low business disruption. Invoca's Implementation was very smooth, getting Adobe Analytics and the Invoca tag deployed was easy. It's actually been really nice!"

RESULTS

93%
Reduction in Ring-to Numbers

50%
Increase in Call Connection Rate

THE NEXT CHAPTER

CHG Healthcare is in the process of rolling out Invoca to all six of its divisions and will soon begin using Invoca Signal AI to identify conversions and optimize digital marketing efforts. It is also continuing to integrate Invoca with the rest of its marketing stack, including Adobe Media Optimizer, Google Ads, and Salesforce.

"We went with Invoca so we can actually see what our calls are doing. Not just 'oh, hey, here's a call report. The results so far have been amazing."

Learn more about how leading marketers are
using call intelligence to drive revenue at invoca.com/customers.

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