Voyatek

ENHANCING VITAL RECORDS MANAGEMENT WITH USER JOURNEY ANALYTICS

May 12, 2025

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Session Objectives

01. Understand the concept of user journey analytics

02. Explore how it applies to vital records systems

03. Analytics drives improvements
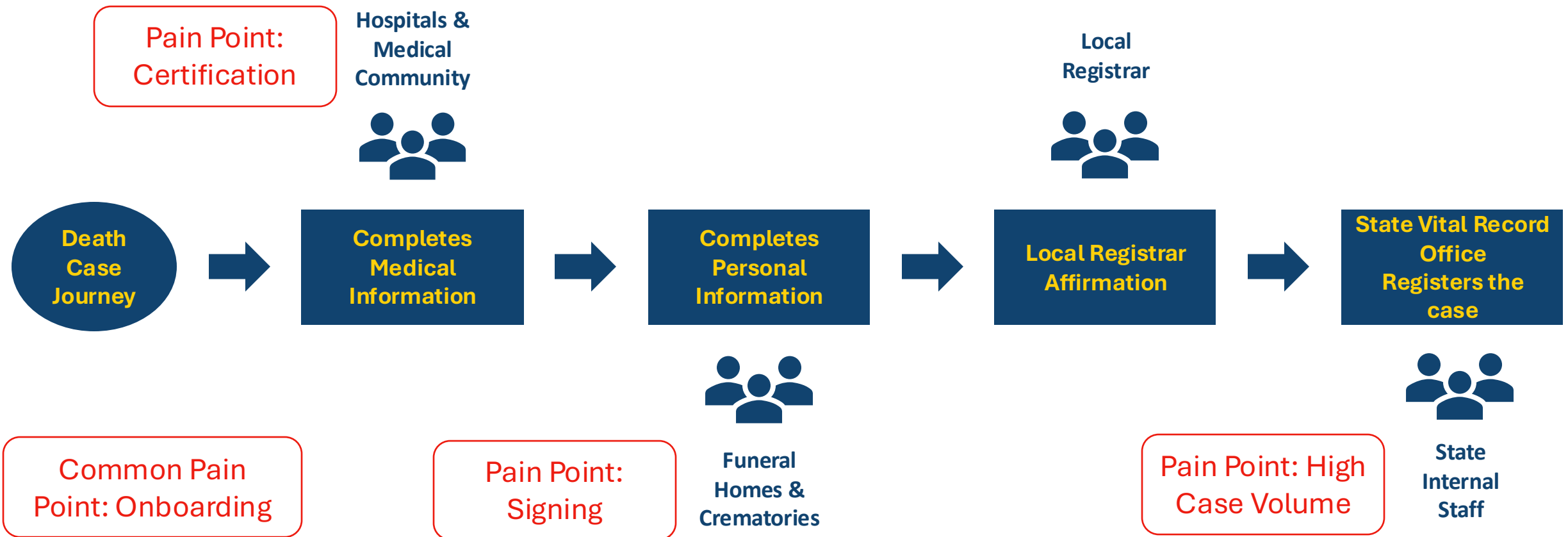
04. Questions?

What is User Journey Analytics?

User Journey Analytics involves **tracking, analyzing**, and **improving** how users engage with your system—from their initial interaction to the final step in their journey. It helps answer key questions such as**:**

✓ How do users **find** and **navigate in** your system?

✓ Where do users **experience difficulty or delays**?

✓ Which features **promote engagement** and **drive successful outcomes**?

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How it applies to VR systems?

Scenario: Registering death case in timely manner, where all stakeholders are on-boarded on the EDR system.

Pain Point: Certification

Hospitals & Medical Community

Local Registrar

Death Case Journey → **Completes Medical Information** → **Completes Personal Information** → **Local Registrar Affirmation** → **State Vital Record Office Registers the case**

Common Pain Point: Onboarding

Pain Point: Signing

Funeral Homes & Crematories

Pain Point: High Case Volume

State Internal Staff

Voyatek's CX Analytics Module

- Collects omnichannel data **structured and unstructured**
    - Structured data: Case Data and User Data
    - Unstructured data: Email communications and phone calls
- **Consolidate and interpret** interaction data
- **Visualize and analyze** user behaviors and touchpoints
- **Develop informed proposals** to enhance user experience and drive improved outcomes

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Pain Points and Possible Solutions

| Area	User	Pain Point	Possible Solutions
Onboarding	**External Users (Hospital Staff, Funeral Homes, Medical Examiners)**	Onboarding is slower than anticipated due to a complex enrollment process	Enhance onboarding with guided wizards, visual process flows, and real-time support
Medical Certification	**Hospital Staff**	Delays occur while waiting for certifiers to be available	Enable mobile-friendly access, and implement automated reminders and task prioritization queues
Disposition Signing	**Funeral Directors**	Lack of awareness about pending sign-off tasks	Introduce automated notifications via email or SMS for timely sign-off reminders
Registration at State office	**Registrars and Internal Staff**	Difficulty managing and closing a high volume of cases	Apply business rule automation at intake and implement criteria-based auto-registration

Sample Analysis

Auto-registered Cases:

- By Facility

- By User

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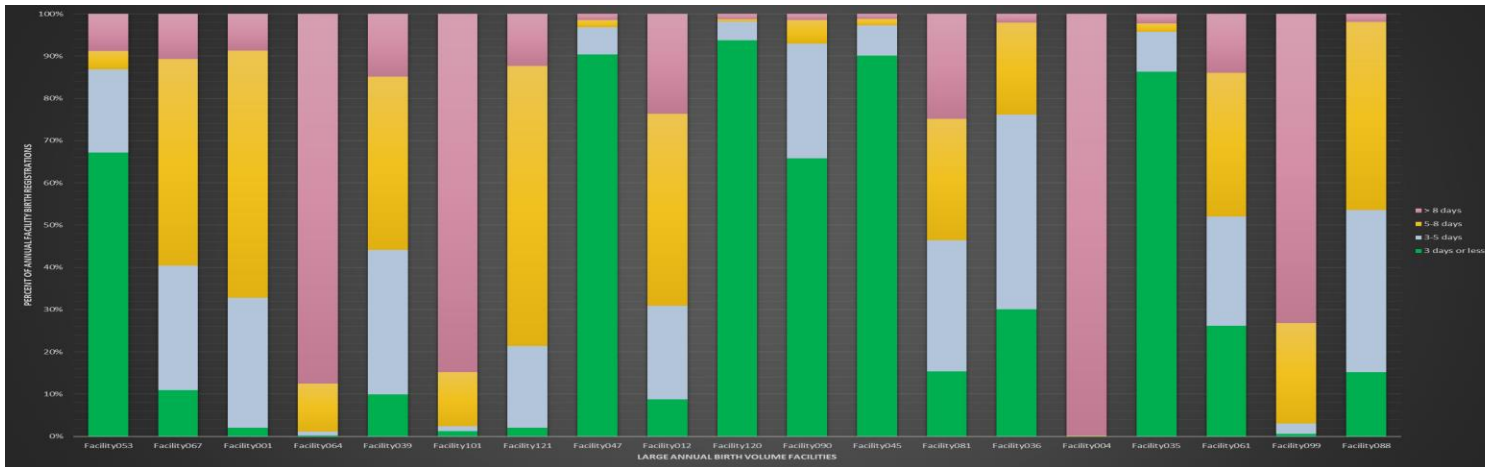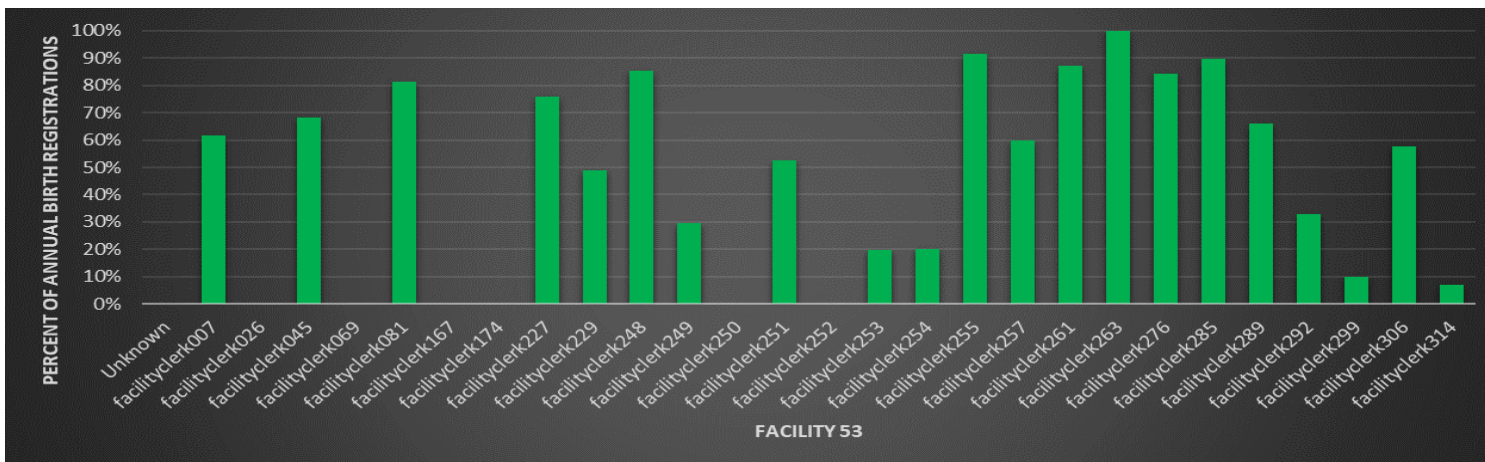
# Case Study - IRS Tax Systems

Customer Problem
- Massive, unstructured data sets describing customer interactions and behaviors (e.g., call logs, clickstream)
- Lack of actionable, data driven insights

Voyatek's Success for the IRS
- Enhanced taxpayer service by identifying taxpayer journeys involving inbound phone calls that could be resolved through self-service
- Improved compliance outcomes by recommending "next best action" to resolve tax delinquencies

Illustrative Expanded Technology Use Cases
- ✓ Obtain a 360° view of customers/constituents
- ✓ Optimize customer use of available contact channels
- ✓ Forecast customer demand and required resources
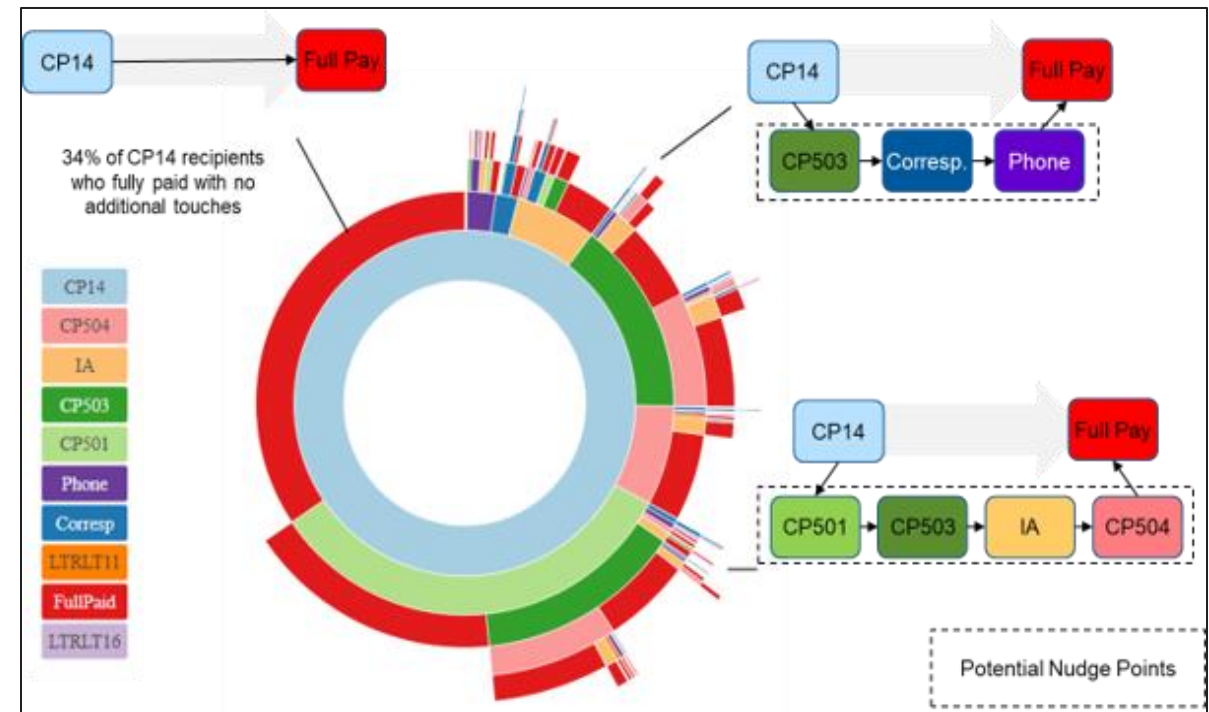
How Analytics Drives Improvement

- Reassign workflows based on peak usage times
- Automate repetitive tasks (e.g., API integrations with hospitals via FHIR)
- Justify system upgrades with clear data

Results & Outcomes

- Better stakeholder satisfaction
- Proactive identification of training needs
- Better data for policy and budget planning

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Conclusion

Recap & Key Takeaways

- Journey analytics highlights real-time user experience

- Pain points = opportunities for improvement

- Data = your best tool for investment and optimization

Quick Win Strategies for Jurisdictions

- Start tracking key user journeys today

- Use dashboards to guide weekly ops meetings

- Pilot small changes and measure results

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Questions?

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Thank you!