

Use Case – Healthcare

Smarter communications drive patient experience and productivity gains in the private healthcare sector

Situation

A leading healthcare provider operating a network of hospitals, clinics and wellbeing centres was looking to elevate patient experience and productivity by modernizing its communication infrastructure. The organization identified patient confidentiality, AI enabled innovation and data-driven insight as key priorities to support their transformation journey.



The Solution

A new cloud communications service was chosen to serve the needs of all locations and hybrid workers. The move to centralized call handling, together with real-time wallboards, has provided full visibility of service levels, enabling the team to proactively respond to fluctuations in call volume and provide a more consistent personalized service.

Every patient interaction is recorded, analysed and securely stored. Searchable records are supporting compliance, underpinning incident reviews and faster complaint resolution.

Advanced AI analytics provide data-driven insight for continuous improvement. **Patient sentiment is automatically rated and high-risk conversations flagged for review by a manager.** AI is uncovering previously hidden concerns, frustrations and unmet needs to guide patient service enhancements.

Using Auto QA, every call is automatically categorized and evaluated using tailored scorecards. **Concerns are quickly identified, allowing corrective action to minimize any impact on service or reputation.**

Meanwhile, exemplary calls are flagged for staff training and can be used as evidence during care quality audits.

The healthcare provider can rapidly adapt to new opportunities, evolving clinical priorities and budgetary pressures. Empowered by the success of this initiative, the organization is exploring the use of AI analytics to enhance internal communication and unlock additional productivity gains.

