

INDUSTRY | HEALTHCARE

# Healthcare company



This company provides an approach to complex chronic disease, improving quality and length of life for everyone, especially those with low income or in rural areas.

## Challenge

The client faced several challenges due to manual processes across key functions, which hindered their operational efficiency. Their customer service, clinical partnership outreach, and sales coaching efforts were bogged down by inefficiencies, causing delays and missed opportunities. To overcome these hurdles, they needed AI-driven automation to optimize processes, streamline workflows, and improve productivity.

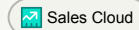
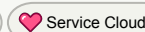
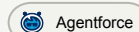
- Manual responses and reliance on human agents led to slow resolution times, impacting overall customer satisfaction.
- SDRs manually contacted potential partners, causing inconsistent follow-ups and missing timely outreach opportunities.
- Sales teams lacked real-time feedback and personalized coaching, making it difficult to improve performance and close deals faster.
- Manual event booking processes caused delays and limited the ability to efficiently manage customer schedules.
- High manual workload on staff led to resource inefficiencies, preventing the team from focusing on more strategic activities.

## Solution

To address their challenges, we implemented the following solution:

- Website Assistant for Event Bookings & FAQs - Automates event scheduling and provides instant answers to frequently asked questions, reducing the need for manual support.
- Clinical Outreach Automation Tool - Streamlines email engagement with new clinical partners, ensuring consistent and timely onboarding communication.
- Internal Coaching Assistant - Delivers real-time coaching for clinical and patient outreach, helping the sales team refine their strategies and improve engagement.

## PRODUCTS USED



## Outcome

By the end of the project, our client could:

- **Automate Customer Support** - This website assistant handles event bookings and FAQs, reducing reliance on manual responses.
- **Streamline Clinical Outreach** - Automate email engagement to ensure new clinical partners received timely and consistent onboarding communication.
- **Enhance Sales & Outreach Coaching** - The internal coaching assistant provides real-time guidance, optimizing clinical and patient engagement strategies.
- **Improve Operational Efficiency** - Reduce the time spent on repetitive tasks, allowing teams to focus on high-value interactions and internal procedures and policies.

