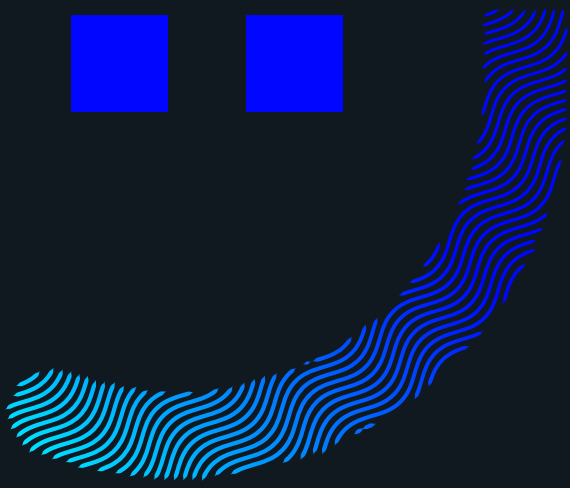


## Case Study

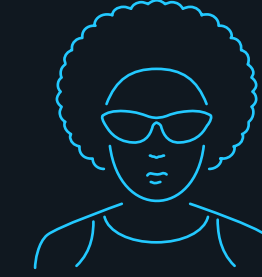


### DASA Listens to Patients with NICE Nexidia Analytics

Healthcare services company DASA faced a significant customer service challenge when migrating providers and patients to a new telemedicine platform. The transition created a surge in customer feedback, challenging DASA's ability to sort through the underlying causes and respond in a timely fashion. NICE Nexidia Analytics enabled high-volume, prompt categorization of crucial feedback, leading to a smoother transition.



500,000  
PIECES OF  
CUSTOMER  
FEEDBACK  
ANALYZED



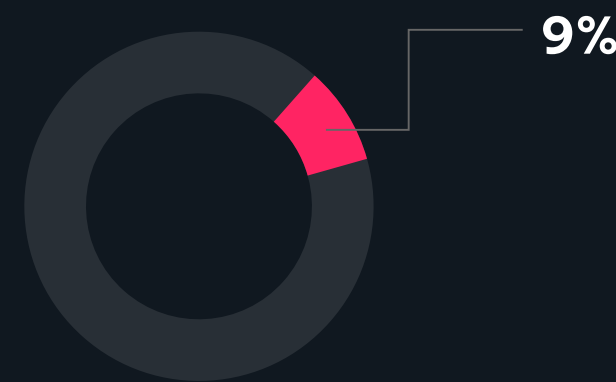
Feedback across 20 brands is  
**PROCESSED IN ONE DAY  
INSTEAD OF 3+ WEEKS**



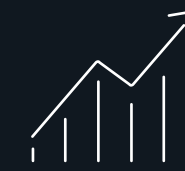
10 INTERNAL  
DASHBOARDS FOR  
FEEDBACK REPORTING



9% REVENUE  
INCREASE PER  
TELEMEDICINE  
SESSION



21 PERCENTAGE  
POINT GAIN IN NPS



## CUSTOMER PROFILE

### ABOUT

Founded in 1961, Diagnosticos da America SA (DASA) offers a comprehensive range of healthcare services through its diagnostic laboratories, hospital groups, and care management divisions. DASA serves over 1 million customers monthly through 36 brands and is the national market leader in its segment.

### INDUSTRY

Healthcare

### WEBSITE

[www.dasa.com.br](http://www.dasa.com.br)

### LOCATION

Headquartered in Barueri, Brazil

### AGENTS

25,000+ employees, 7 feedback analysis specialists

### GOALS

- Analyze 100% of customer feedback (NPS, CSAT, CES)
- Dramatically reduce time to analyze feedback
- Smooth rollout of new telemedicine platform
- Inform all stakeholders of new telemedicine platform impact

### PRODUCTS

- [NICE Nexidia Analytics](#)

### FEATURES

- Automated analysis of several feedback formats
- Rapid results of feedback categorization



## 01 THE BEFORE

### Transition in a high-stakes telemedicine environment

Among its many services, Brazilian health care services conglomerate DASA provides a telemedicine platform to nearly two million unique individuals annually. As demand for telemedicine services climbed during pandemic response, DASA retired its legacy LIVIA telemedicine platform in favor of its next-generation NAV solution. The company actively polled users about this new experience through Net Promoter Score (NPS), customer satisfaction (CSAT), and customer effort (CES) surveys.

## 02 DESIRE TO CHANGE

### High volume and slow processing clouded insights

Heavy reliance on telemedicine, combined with the change in technology platforms, caused heavy growth in complex customer feedback related to telemedicine delivery. DASA was grasping for answers that simply weren't available: were patients dissatisfied with a provider, or with the technology behind the session? Were they simply having login difficulties, or was there a deeper technology issue?

DASA's existing customer feedback evaluation processes were largely manual, and simply not up to the increased volume at such a crucial period for telemedicine delivery. Customer feedback went untouched for 15 days or more. By time it was read and categorized by a human representative, the patient may already have moved on to a different provider, or become a net detractor of the company's services. Even missing out on positive feedback for that long hurt the company, because it limited DASA's ability to understand the real-world strengths of the new NAV

platform. "Analyzing all of the answers became a great challenge, and impossible to evaluate by humans alone," said Marcia Bandeira Pezutto, DASA Customer Experience Manager. "We sought companies and technologies that could help us perform deep analysis of the customer surveys and extract real opportunities for improvement by our business units."

## 03 THE SOLUTION

### Faster analysis for clearer insights

Working with NICE and Blue6ix, DASA found that automated, in-depth analysis of customer feedback could provide the desired granular understanding of complex survey results at large scale. With NICE Nexidia Analytics, DASA now gets actionable results from customer feedback on a next-day basis. This helps the company quickly recognize which feedback results correlate with experiences such as provider satisfaction, app connection issues, confusing or broken app navigation, incorrect information, poor provider experience, and bureaucratic difficulties.

Since implementation, DASA has analyzed 500,000 patient responses across 20 of its healthcare brands. Results are published internally on 10 different dashboards, so a variety of stakeholders understand the performance, issues, and impact of the NAV telemedicine platform.

## 04 THE RESULTS

### A remarkable recovery

Since gaining control over the high volume of customer feedback in mid-2021 with NICE Nexidia Analytics, DASA has been able to keep its NAV telemedicine platform on a healthy path. Stakeholders are now given prompt insights on the underlying challenges (such as poor platform performance, or erroneous data and instructions) leading to customer complaints. Instead of expending tremendous amounts of human labor to analyze a small percentage of feedback after weeks of waiting, all feedback is now processed automatically. Most feedback can be categorized and published next-day.

In the nine-month period post-implementation, discoveries from feedback analysis helped DASA improve NPS by 21 percentage points. Special action items, such as feedback which mentions potential legal action, receive the prompt attention they deserve. Other improvements in performance and adoption have boosted revenue per telemedicine session and helped the NAV app's rating improve significantly in the App Store.



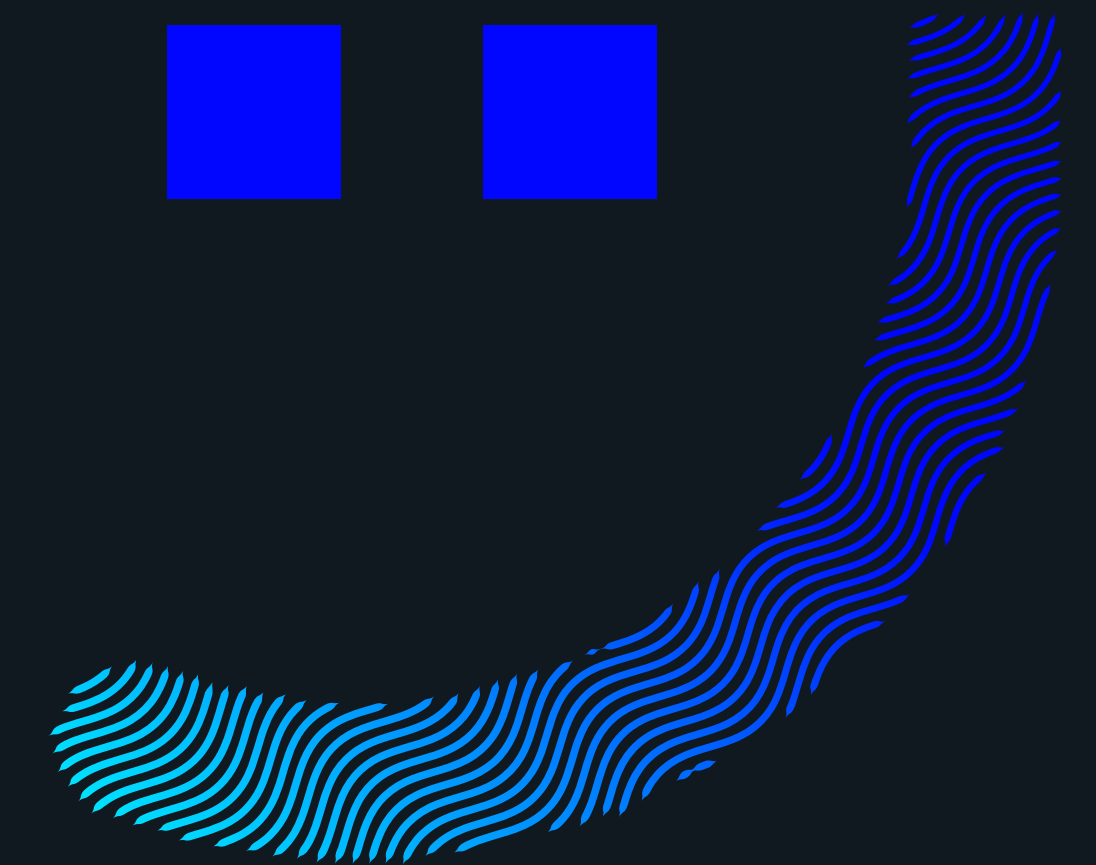
## 05 THE FUTURE

### Deeper dives into business intelligence

The next phases of DASA's transformation with Nexidia will include deeper business intelligence insights and trends. The company has already served nearly 2 million unique individuals on the NAV platform and has been active in mergers and acquisitions, which further expands the potential reach and scope of customer feedback which could benefit from the Nexidia solution.

“NICE Nexidia Analytics helps us learn from the past and focus on a future of excellent experiences for our patients. Our work has benefited all of our business units that work with the telemedicine program by identifying strengths and opportunities.”

MARCIA BANDEIRA PEZUTTO  
CUSTOMER EXPERIENCE MANAGER  
DASA



### About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

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