

Case Study

University-based Health Care Center

CUSTOMER PROFILE

A university-based health care center, located in south Florida, that delivers leading-edge patient care.

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Chat
- CXone Email
- NICE CXone SMS for CXone
- CXone Workforce Management
- CXone Quality Management
- CXone Personal Connection
- CXone Feedback Management
- CXone APIs

RESULTS ACHIEVED

- \$500,000 saved annually
- 65% reduction in abandonment rate
- 54% improvement in average speed of answer
- 12% improvement in average handle time
- 11% improvement in interaction quality
- 4% improvement in forecasting accuracy
- Migrated 400 agents to working from home within 72 hours
- Successfully handled a 10-fold increase in outgoing communications during pandemic
- Improved employee satisfaction

ON THE NICE SOLUTION

“We’ve reached almost every goal, including cost savings and operational improvements. NICE CXone ticked every single one of the checkboxes we had from a business standpoint.”

Miguel Ramos, President and COO
Precision Point Partners

Large health care system saves \$500,000 annually with CXone

ABOUT

The nearly 400 contact center agents at a south Florida university-based medical system schedule appointments, page physicians, handle patient and customer service issues and initiate patient outreach.

The contact center utilizes multiple channels, including phone and email, to communicate with patients. SMS text is used to confirm patients’ appointments and to send notifications, including COVID-19-specific instructions for appointments.

During the COVID-19 pandemic, incoming call volume dropped as patient appointments were canceled, but outgoing interactions increased by a factor of 10 as campaigns were launched to stay in touch with patients and reschedule appointments.

THE CHALLENGE

Before implementing NICE CXone, the organization used an on-premises system that was inflexible, lacked necessary functionality and was nearing its end of life.

The system had many limitations. It couldn’t integrate with other internal systems, such as the EPIC electronic medical records (EMR) platform or the organization’s CTI system. The SMS text system was from another vendor, which created inefficient processes and made it difficult to monitor how many texts were being sent.

“It was a pure telephony-based system,” says Miguel Ramos, president and COO of Precision Point Partners, which helped the health care organization choose a new cloud contact center solution and implement CXone. “It didn’t have an outbound dialer or omnichannel capabilities.”

Case Study

Even though it lacked in features, upgrading the system was an expensive proposition. “It required a costly ‘forklift’ upgrade,” he explains. “The organization was also incurring other expenses, such as updating the hardware on an ongoing basis and performing regular system maintenance, because Cisco was an on-premises solution.”

Additionally, IVR routing was extremely complex due to an elaborate mix of criteria that were followed to route calls to the appropriate agent. “The IVR had over 700 skills,” explains Miguel. “Average speed of answer and abandon rates were high because calls couldn’t quickly be routed to the correct agent. And it didn’t have callback functionality, so patients either waited on hold or hung up.”

The on-premises system also didn’t have scheduling functionality, so schedules were created in Excel and Power BI, a business intelligence reporting tool that required the IT team’s help. Schedules couldn’t be updated in real time, and common occurrences, like updating it for an agent’s last-minute doctor appointment, were difficult.

THE SOLUTION

Since the old system was nearing its end of life, the organization needed to make a key decision: upgrade it and stay with an on-premises platform or move to the cloud. The health care organization had embraced the cloud for its other systems, so it was an easy decision to evaluate cloud contact center platforms.

“We looked at six vendors and narrowed it down to two,” says Miguel. “CXone came out on top due to its high rating in the Gartner Magic Quadrant and its wide range of capabilities.”

Miguel also knew CXone had the right combination of simplicity and flexibility. “The straightforward user interface is great for the agents. CXone is also completely customizable. Using the CXone APIs, we could integrate it with other systems, such as the EPIC EMR.”

Gained far more functionality while saving \$500,000 annually

One of the biggest wins was gaining far more functionality with CXone at a much lower cost. “The organization is now saving \$500,000 annually due to improved operational efficiencies and volume licensing,” explains Miguel. “They also eliminated paying for a separate SMS solution, and there’s no longer the need to buy hardware upgrades, because CXone runs in the cloud.”

It’s a win-win, because the organization is not only saving a great deal of money each year, but it also gained significantly more functionality. “Gaining added capabilities, such as omnichannel, workforce management, outbound dialer and more for a reduced cost is tremendous,” says Miguel.

Integrating Personal Connection dialer with EMR increases outbound efficiency

During the COVID-19 pandemic, CXone’s scalability made it easier to maintain business continuity. “We can essentially set up ‘pop-up’ contact centers in any location with CXone,” says Miguel. “We moved 400 agents to working from home in just 72 hours. With CXone, agents can now be located anywhere, which is a huge benefit.”

CXone Personal Connection was a critical factor in enabling the expansion of outbound interactions by 1,000% during the pandemic. By integrating SMS for CXone with CXone Personal Connection, an outbound dialer, the process of sending text messages is far more efficient and less time-consuming.

“It’s a pretty sophisticated system,” says Miguel. “CXone sends a text to a patient, and then we’ll receive a confirmation from the carrier letting us know if it was received. If it wasn’t, we assume the patient’s phone number is a landline, so we then use Personal Connection to leave a voice message. This helps ensure we’re reaching our patients using a variety of channels.”

Using CXone APIs, the health care system’s EMR is integrated with Personal Connection for automatically sending out patient notifications such

as appointment reminders. Miguel explains how it works: “The agent schedules the appointment in the EMR, and at specific intervals, that information is sent via API to Personal Connection, which automatically delivers a reminder by text or phone.”

Using scripts to customize the CXone IVR was key in creating a positive customer experience and reducing abandonment by 65% and average speed of answer by 54%. “The call routing is very complex—the IVR has over 700 skills,” explains Miguel. “Calls are routed based on a lot of factors. For instance, let’s say a patient wants to schedule an appointment with an orthopedic doctor who is doing grant research on medical issues with the left elbow. The IVR has the intelligence to quickly route the caller to the right agent who can schedule that appointment.”

“We’ve met almost every goal with CXone, including cost savings and operational improvements.”

Miguel Ramos, President and COO
Precision Point Partners

Improved scheduling increases real-time adherence

Agent scheduling no longer needs to be done manually using Excel and Power BI. With CXone Workforce Management, the contact center team can set up and manage schedules themselves, and they no longer need to involve the IT team.

“One of the biggest benefits of CXone Workforce Management is the fact that we can track important metrics, like adherence, in real time,” says Miguel. “The team was really excited to manage their operations using real-time adherence. It gives them much needed visibility that they didn’t have before.”

Clearly, the health care organization has realized some outstanding benefits with CXone. “We’ve achieved an amazing level of business continuity during the pandemic,” says Miguel. “We quickly moved agents to working from home and had the

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.

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flexibility to set up new contact centers whenever and wherever we needed to.”

CXone has also enabled the organization to meet all of its original objectives for a new cloud contact center solution. “We’ve reached almost every goal, including cost savings and operational improvements. NICE CXone ticked every single one of the checkboxes we had from a business standpoint.”