



ABOUT

IC24 is a not-for-profit social enterprise providing NHS virtual and in-person urgent care, medical assessment, and triage services across the UK and supporting services in Kent, Sussex, Essex, Norfolk, and Waveney.

NICE SOLUTIONS

- [Interaction Analytics](#)



CHALLENGE

IC24 connects millions of UK citizens with in-person and virtual healthcare services, 24 hours a day, seven days a week. Yet, our previous manual auditing processes only captured around 1.8% of its patient encounters for evaluation. However, with the implementation of Nexidia, a cutting-edge technology, we've been able to analyse 100% of our interactions, measure processes to enhance safety and report on all our patients' satisfaction through sentiment analysis. This technological advancement has significantly improved our operational efficiency and patient care. When the COVID-19 pandemic sent its workforce home, IC24 immediately felt the strain of increased demand and remote work. Suddenly, patient insights weren't just an operational nice-to-have: They were a critical enabler of more effective virtual care.

SOLUTION

With AI-enabled Interaction Analytics, IC24 began automating elements of its internal customer sentiment mapping and more than 70% of its NHS-required auditing processes. Identified redundancies in the IVR reduced IC24's message duration by 27% and its AHT by 16 seconds. Interaction Analytics is empowering IC24 to get proactive by connecting various health issues—from Strep A to COVID-19 blood clots—with social factors, like the cost-of-living crisis and public transportation shut-downs, enabling IC24 to proactively improve its services to power better patient outcomes.



BIG INCREASES

20%

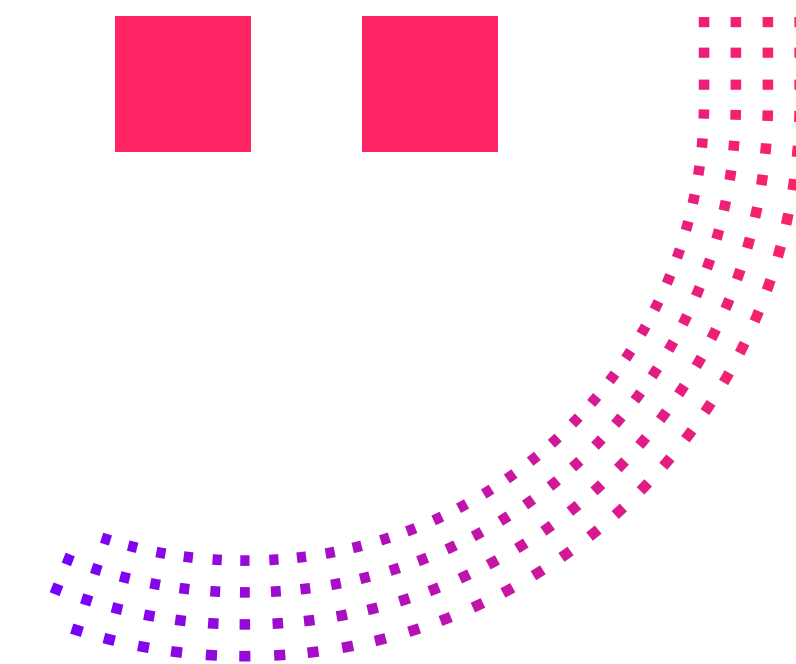
Reduction in auditing timeline

27%

Reduction in IVR message duration

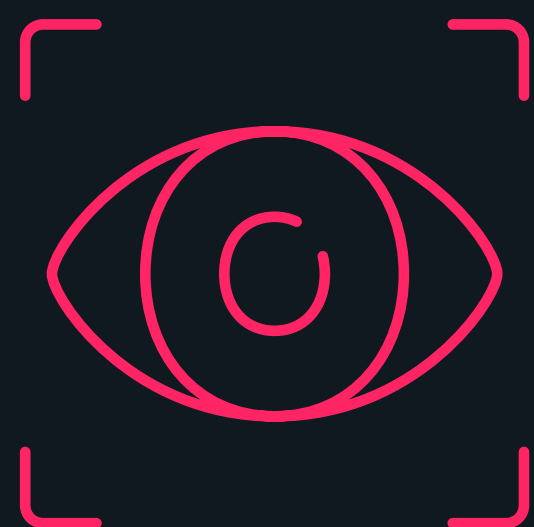
16 SECONDS

Reduction in AHT



4.6 OUT OF 5

Auditor confidence in Interaction Analytics-enabled insights



“In our field, speech analytics were considered to be out of reach, but **Interaction Analytics** was able to demonstrate the art of what was possible.”

KIERAN ARKLEY
SENIOR INSIGHTS ANALYST
INTEGRATED CARE