Case Study

José de Mello Saúde

Humanize and personalize contact with customers.

Go contact
a broadvoice Company

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Case Study: José de Mello Saúde

Challenge

Find an omnichannel solution with a scalable and resilient architecture, able to respond to José de Mello Saúde growth strategy and transform the Contact Centre.

Solution

Implementation of GoContact in an omnichannel logic, complemented with integrated statistics and real-time reporting to control the performance of the Contact Centre, also guaranteeing a high degree of autonomy to the operational area, with the necessary flexibility to respond to the various needs of the business.

Results

There was a very positive impact on the capacity to respond to changing processes, on the availability and resilience of the platform, which allowed for an adjustment to the reality of José de Mello Saúde and its Contact Centre’s continuous growth. This enabled gains at both operational and financial levels.

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Humanizing and personalizing the contact with customers

José de Mello Saúde is the business platform of the José de Mello Group for the Health area. José de Mello Saúde develops its activity in the provision of healthcare in Portugal, with 70 years of experience.
It currently manages 16 private health units integrated in the CUF network, including 7 hospitals, 8 clinics and 1 institute, and 2 hospitals in a public-private partnership regime.

The Importance of the Contact Centre for José de Mello Saúde

In the health sector, due to the individuality and delicacy of the interactions, the humanization of the contact with customers and the ability to adapt to each customer and to each case are fundamental factors to provide a differentiating and quality service.
The availability of services is another critical factor in ensuring that customers can count, always and through any channel, with the support of José de Mello Saúde in a sphere as personal as that of their health and well-being.
The Contact Centre CUF is, therefore, a strategic pillar in the promotion and guarantee of an irreproachable experience to the customers of José de Mello Saúde, allowing them a high availability to access the health services provided.

“It was also essential to find a partner with strategic consultancy capacity in Contact Centres...”

Facing the Existing Challenges with GoContact

Before implementing GoContact, there was a need to take benefits from an omnichannel platform with a scalable and resilient architecture that could be able to respond to José de Mello Saúde’s growth strategy and to transform its Contact Centre.

Despite technological needs, José de Mello Saúde sought a solution that was more than an implementation of pure technology. It was also essential to find a partner with strategic consultancy capacity in Contact Centres who, together with José de Mello Saúde, would allow to work and build change processes based on the technological frontline of the sector

Enhancing the Contact Centre with GoContact

The implementation of GoContact added a high degree of autonomy to the operational area of the Contact Centre, providing greater flexibility in the ability to respond to various business needs.

This implementation was carried out without registering any occurrence or unavailability, and the GoContact platform replaced two platforms, the Contact Centre and the IPBX.

An automated solution was implemented, allowing an autonomous behaviour in the routing of calls to the most qualified agents, according to José de Mello Saúde themes and hospital units. This implementation results in a service more in line with the needs of CUF Customers. The most advanced functionalities, such as callbacks, were also implemented to ensure that customers within and outside the service hours can request a contact and/or guarantee a referral to specific health units.

“The Backoffice processes were completely restructured to guarantee an automation of procedures and the fulfilment of more competitive SLAs.”

The Backoffice processes were completely restructured to guarantee an automation of procedures and the fulfilment of more competitive SLAs. Outbound and ticket campaigns were implemented, associated with smart scripts, which provided José de Mello Saúde Contact Centre employees with the necessary features to optimize their work, minimize errors and improve their customers’ experience.

The management of Backoffice tasks and tickets has been improved with the implementation of an advanced module with features as follows:

- Automatic ticket distribution (as if it were a call);
- SLAs configuration by type;
- Possibility to associate smart scripts with tickets, being able to incorporate in the scripts the busines rules that will define the ticket flow (for example, by categorizing the ticket by type and its queue, the script will give instructions on the best logic of processing, and may even execute those rules);
- Possibility to create tickets via script according to business rules, guaranteeing an automated routing without errors;
- Omnichannel capacity, allowing a ticket to be created whenever a task is generated via voice, webchat or social network.

All interactions received and/or carried out with customers in the most diverse channels are available for consultation in the CRM provided by GoContact. Thus, José de Mello Saúde has available:

- The aggregation of Omnichannel interactions in the same customer file;
- Contact Centre agents more contextualized in relation to past and scheduled interactions with customers;
- A global Omnichannel vision of customer interactions, allowing the agent to simply switch among the available communication channels

A connector for MS Dynamics was also developed, optimizing the previously implemented process, ensuring the registration of all contact reasons.

“At GoContact, José de Mello Saúde found a project management and consultancy team with expertise in Contact Centre technology and deep knowledge of Contact Centre operational management.”

Impact for the contact centre team

In operational terms, the GoContact platform has ensured greater autonomy, faster operations and the integration of the work processes of the whole team in a single tool, both at the level of agents, supervisors and coordinators.

Impact for end customers

In addition to an increase in the availability of the various interaction channels, there was an increase in the proximity between José de Mello Saúde and customers. The definition and implementation of processes such as callbacks had a very positive impact on customers who showed great satisfaction with the return of contacts and the company’s attention to their needs.

The Impact of a Closer Presence to Customers

The partnership between GoContact and José de Mello Saúde had a very positive impact with the implementation of the platform, being considered a successful case within the organization.

José de Mello Saúde seeks to guarantee an excellent service to its customers, using the best employees and an optimized platform. This mission is aligned with GoContact’s mind-set, which believes that in order to be able to provide excellent service, there must be a very strong focus on the people who provide the service.

The omnichannel vision, the autonomy, the functionalities adapted to the operations came to guarantee an ideal ecosystem and in accordance with the operational needs of José de Mello Saúde, which invests on a differentiating and very specialized Premium service.

The use of a complete, intuitive and easy parameterization interface allowed José de Mello Saúde to combine 3 incompatible vectors so far:

“All these improvements resulted in gains for José de Mello Saúde, both operationally and financially.“

(1) autonomy of operations, (2) ease of parameterization and (3) high configuration detail (characteristics of Contact Centres with complex operational management flows). This combination ensured a timely response to operational challenges and guaranteed José de Mello Saúde the autonomy to carry out changes.

At GoContact, José de Mello Saúde found a project management and consultancy team with expertise in Contact Centre technology and deep knowledge of Contact Centre operational management. All implementation projects are targeted by consultancy actions, with careful analysis of use cases and operational needs, guaranteeing an implementation according to the reality experienced by José de Mello Saúde.

The rapid increase in the capacity to respond to change processes, the increase of the availability, scalability and resilience of the platform, came to respond to the evolution and continuous growth of José de Mello Saúde and its Contact Centre.

All these improvements resulted in gains for José de Mello Saúde, both operationally and financially.

Customer Testimony

"At GoContact we found the right partner according to the requirements we defined for the CUF Contact Centre's operational and technological transformation process: a) a scalable, resilient architecture with omnichannel capability; b) operational project management teams with strong skills in strategic consultancy in contact centres. The implementation of the platform was a successful case at José de Mello Saúde, with no record of any occurrence or unavailability due to GoContact's high capacity for planning, monitoring and executing, with visible results in the accomplishment of operational and financial gains."

Gonçalo Teixeira – Customer Service Center Manager

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