

The logo for GadgEon, with 'Gadg' in blue and 'Eon' in orange.

Engineering Smartness

CALL CENTER INTEGRATION WITH HEALTHCARE APPLICATION

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Version 01



Call Center SaaS Integration with Healthcare Application



A healthcare solution provider wanted to integrate a virtual call centre, seamlessly into their workflow for operational scalability without compromising on customer experience. All aspects of alert handling during procedure application were carried out manually.

Solution Description

- Integration of healthcare solution provider's AWS cloud application with Call Center SaaS from Exotel to realize a virtual call center
- Development of three level patient alerting system using SMS, automatic voice call with pre-recorded audio and live operator phone call
- Call routing based on contextual information obtained from the cloud server application
- Automatic logging of call data and interaction to the server for analytics

Outcome and Benefits Delivered

- With virtual call center implementation;
 - Patients received well-guided and easy to follow instructions to complete the procedure successfully
 - Hospitals coordinated the whole procedure with ease
 - Solution provided could co-ordinate the communications among patients and hospitals more effectively during application of wearable device and data synchronization
- More than 70% of the alerts are handled automatically by SMS and automated voice calls



The Business Context and Challenges of the Customer

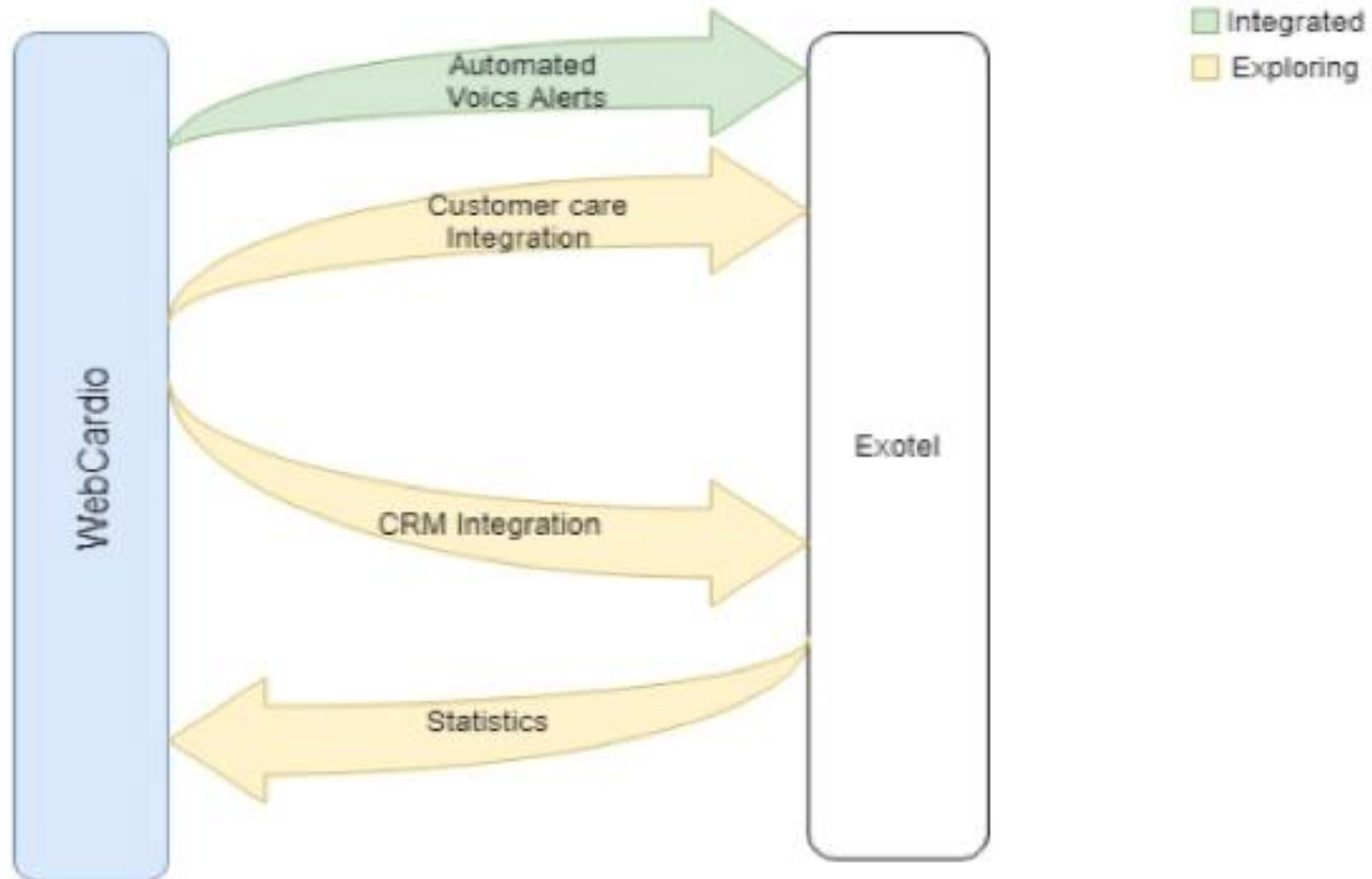
Business Context:

- There were many coordination challenges among patients, hospitals and solution provider during application of wearable device and data synchronization
- All alerts detection and handling were done manually which made very inefficient usage of operations team
- Not having much dash boards or reports to track the progress of procedures and alerts

Implementation:

- Integrated healthcare solution provider's AWS cloud application with a Call Center SaaS from Exotel. Multi level thresholds calculation in the cloud application for initiating:
- SMS Alert
 - Automated voice calls with pre-recorded audio
 - Alerting and situation handling by executives
 - Alerting and situation handling by manager
- Data pushed back to backend for operational analytics
- Contextual information including language, stage of procedure, previous interaction details made available
- Call routing based on contextual information obtained from the backend cloud software
- Easy-to-read dashboards, analytics, and reports
- Load distribution between call centre executives was effectively implemented

▶ The Call Flow Diagram



THANK YOU



For More Details, Let's Connect



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