MAVENIR™

CASE STUDY
DELIVERING CUSTOMER SERVICE AUTOMATION FOR HEALTHCARE

A small pharmacy group in the US was dealing with the challenges of managing Covid-19 vaccination appointments while focusing on their primary mission—compounding medicines and providing health services.

Long wait times, abandoned calls, and unanswered voicemails impacted customer satisfaction. The pharmacy needed a rapidly adaptable solution to meet the growing vaccination demand while maintaining its primary business function.

Poor Call Metrics

The previous solution and staff limitations could not adequately handle the daily call volume they received. Customers were frustrated with not reaching an employee or receiving a call back from voicemail. Receptionists spent all their time on the phone managing repetitive tasks like appointments and follow-ups. These delays created a poor customer experience. Also, the time required to handle each vaccination did not meet expectations because of lengthy pre-screening documentation requirements.

Limited Automation and Reporting

Automation and reporting are critical to the success of any business, but the previous solution provided a completely manual process and very little information. In particular, the manager's lack of visibility of the missed opportunities from abandoned calls and the potential impact on their bottom line. And while medical forms are a necessary step in healthcare services, customers had to complete forms after arrival when social distancing limited capacity in the office. The pharmacy needed a solution to provide easy automated access to making appointments and meeting customer expectations of rapid processing after arrival.

ORGANIZATION SNAPSHOT

- Industry: Healthcare
- Location: United States
- Objective: Improve call handling metrics and service efficiency for appointments
- Solution: Mavenir CPaaS

IMPACT

- Decreased Average Appointment Time by 75%
- Enabled 24 x 7 x 365 appointment scheduling
- Increased vaccinations by 200%
- Provided call deflection to Apple Messages for Business chatbot for automated scheduling
- Empowered customers to manage their appointments and paperwork before visiting the store

SOLUTION AT A GLANCE

The pharmacy group partnered with Mavenir to implement Mavenir CPaaS, a Customer Engagement as a Service solution, providing them with business messaging, contact center capabilities, and chatbot self-service automation for customers looking to get vaccinated.

Improved Customer Experience

Implementing Mavenir CPaaS provided immediate results to call metrics:

- Decreased average appointment time by 75%
- Enabled 24 x 7 x 365 appointment scheduling and customer self-help options
- Increased daily vaccination capacity by 200%

## Advanced routing with call deflection

The omnichannel contact center provided call routing with an advanced Intelligent Voice Response (IVR) system. Callers were offered multiple options, including connecting to clinicians, general inquiries about visits, pointing them to the website, and opportunities for engaging with a self-service chatbot to make or manage appointments on their own time.

Customers could opt to receive an SMS message with a link to launch the Chabot when calling from their mobile device or even provide their mobile number if they weren't calling from a mobile. Chatbots enabled customer engagement even when the business was closed. And when live personnel were needed, digital channels like web chat helped them interact with multiple customers simultaneously, increasing their efficiency three-fold.

Mobile Customer Service Experience

The solution also enabled connectivity to Apple Messages for Business for iPhone mobile users. This empowered them with a chatbot on their site and a QR code for mobile users to launch directly into a messaging session. Whether connected via the web or Apple Messages for Business, customers could make or change appointments anytime and receive SMS confirmations on their mobile devices-all from the native messaging application.
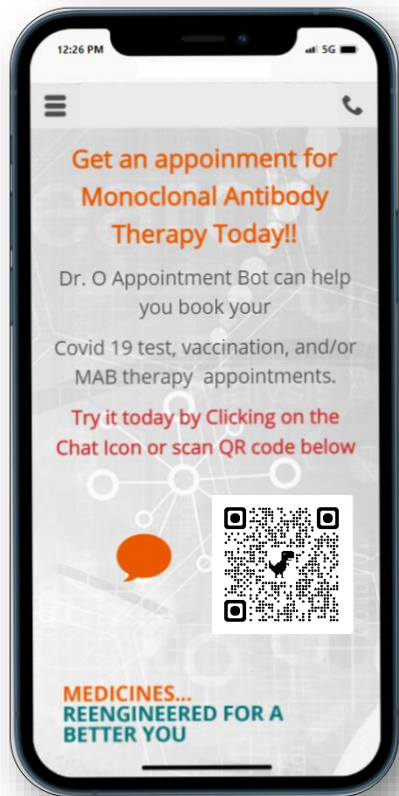
Customers arriving at the pharmacy also did not have to spend time filling in forms since the chatbot had already directed them to an online form to collect information, even providing answers with links to common questions for symptoms or treatments. As a result, the pharmacy could process twice as many patients, negating the need to hire another person to manage calls.

Self-service automation, delivered with a secure and trusted mobile-native messaging experience, providing an intuitively guided flow, enables small businesses to thrive and grow in today's competitive market.

Mavenir's Customer Engagement as a Service can deliver quantifiable results with fast time-to-market.

About Mavenir

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at www.mavenir.com