

SMOKE



Enhancing The Healthcare Experience At Scale



1300 agents



Increase in CSAT
and response rates



Genesys Cloud

www.smokeci.com

Executive Summary

Our client, a prominent not-for-profit health insurer and wellness company, has been serving more than 3 million people with insurance plans, primary and specialty care since the 1930s.

Their mission centers around creating healthier futures for customers and communities, with a focus on quality and affordable healthcare for all. Valuing their partners and healthcare providers, the organisation sought to enhance service by receiving feedback to identify areas of improvement within internal departments. To this end, they partnered with Smoke CI and successfully onboarded over 1300 agents.

The implementation of inbound and outbound voice surveys allowed them to receive real-time, targeted feedback, informing strategic improvements in specific departments. This collaboration has enabled the client to enhance their services and operations, further aligning with their customer-centric approach.

The Challenge

The client, servicing millions of customers through various departments and contact centres, sought a solution that centralised data, could be implemented across various channels of communication and natively integrated with their Genesys Cloud environment.

Native email surveys yielded low response rates within the contact centre and different areas were using different solutions yielding inconsistent results that were impossible to interpret and compare.

This complex situation created the need for a real-time voice survey solution that integrated with their Genesys Cloud platform. Smoke CI, a premium Genesys AppFoundry solution, fulfilled their needs with the right functionality and professional services, providing the partner and solution required to meet their objectives.

The Solution

The project spans 6 departments and 1300 agents across the US. All agents were integrated into Smoke CI's Eyerys survey platform, seamlessly linking with Genesys Cloud and other systems.

Customised voice surveys per department were deployed to ensure personalisation and to gather relevant data for enhancing each operation and experiences across customers, providers, and partners.

Metrics like CSAT, Agent CSAT, Ease, NPS, and IVR are measured. Immediate automated escalations of negative feedback allowed for swift service recovery, aiding the identification of improvement areas and overall service and customer experience enhancement.

The Outcome

In close collaboration with Smoke CI a voice survey solution was implemented which elevated both the quantity and quality of feedback. This enabled the client to not only improve experiences for their customers, partners, and providers but also to centralise data within a single system. This consolidation rendered cost benefits and allowed our client to gain comparable and useful insights into their daily CSAT scores.

The implementation of both inbound and outbound surveys means that almost all interactions are covered by a survey. The scale of the solution means that our client can have a holistic view of customer experience at any given point, but also has the data for individual customers to create moments of delight and recovery from specific service failures. A robust escalation solution sends real-time notifications to recover teams as soon as a low scoring survey is received, enabling our client to reach out to customers and change their experience within minutes of a poor survey result.

Beyond enhancing overall experiences, the client capitalised on the alignment of customer feedback with operational metrics to make improvements across six key departments.

These revealed opportunities for cost savings and process streamlining. The success of the solution has empowered the client to meet their goals, fostering a commitment to continuous improvement and future expansions with Smoke CI will see the solution being embedded in other departments, ensuring that the entire organisation is aligned behind Customer Experience.



Real-time feedback



Close-loop feedback



Automated escalation



Cost containment

“You treat a disease, you win, you lose. You treat a person, I guarantee you, you’ll win, no matter what the outcome.”

~ Patch Adams

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