



CASE STUDY

GLOBAL HEALTHCARE TECH LEADER

Transforming Customer
Experiences and Call Center
Performance with Teneo
Conversational IVR

teneo.ai

KEY HIGHLIGHTS



Costs saved

\$6M



Call Handle Cost Reduction

-20%



Calls Handled

1.05M



Agent Hours Saved

+36,000



Customer Satisfaction

+8%



Wait time

-37%



Abandonment rate

-6.7%



Service Level

+18%



Misrouted calls

-55%

THE COMPANY

The customer is the leading global healthcare technology company that attacks the most challenging health problems facing modern medicine.

The company uses technologies and innovative therapies to treat +70 health conditions and includes cardiac devices, surgical robotics, insulin pumps, surgical tools, patient monitoring systems, and more.

“Powered by its diverse knowledge, insatiable curiosity, and desire to help all those who need it, the company delivers innovative technologies that transform the lives of people every second, every hour, every day.”

THE MISSION & VISION OF THE CARDIOVASCULAR PATIENT TECHNICAL SERVICES GROUP

“To provide each customer / caller with an outstanding level of care based on their exact needs and preferences while empowering them with fast, simple, and accurate resolutions with innovative tools and technology.”

THE CHALLENGE

In 2021:

- **Each call was costing the business \$25.96 to handle**
- **9% of calls were routed to the wrong agent**
- **The average waiting time in a queue was 2.37 minutes**
- **The customer satisfaction score was 4.0 (the minimum acceptable)**
- **14.7% of calls were abandoned.**

The Customer supports 10 business units with 63 call centers that employ over 2000 call agents, with each department supporting specialized types of enquiries depending on patients' medical issues and the kind of medical device they need information on. The departments are also the point of contact for medical professionals who want to make new purchases or find information on specific products.

However, the performance and handling of calls was not at an optimal level.

Many of these problems were caused by an old keypad IVR system that failed to provide a suitable level of care to customers and medical patients.

Furthermore, the staff were negatively affected and overwhelmed with the impact of misrouting and basic troubleshooting taking up vast amounts of their time.

Critically, these issues were being recorded in a unit focused on providing information on cardiovascular products, where patients needed information on the performance of various products such as pacemakers and defibrillators.

The speed at which calls were answered and routed was of critical importance but due to the poor performance of the legacy IVR system, the company was not able to provide adequate care.

THE SOLUTION

2022 – Building the Foundations of Transformation

The company implemented a Teneo Conversational IVR pilot to manage call routing to sales agents and clinicians, connecting the system using Five9 to also include automated call backs and SMS alerts. Alternatively, the system could send a text containing a link to a video or instructions on how to clear the alarm.

2023 – Driving Strategic Value

Following the successful pilot, the Teneo solution was expanded to handle calls from all patients and clinicians calling the customer. A range of new functionality was added to the Voice IVR to include advanced troubleshooting for patients calling for help and information on alarms that their medical device monitors provided.

For example, if a pacemaker monitor sounded an alarm and the patient called for help to understand the problem, Teneo was able to provide instructions based on the vocal input recorded from the patient. Alternatively, the system could send a text containing a link to a video or to the instructions on how to clear the alarm.

2024 – Drive Optimization

The customer team has already planned their strategy for 2024, with plans for even greater troubleshooting capabilities added to both voice and text Teneo solutions.

Plans to implement a custom Large Language Model (LLM) to assist with analytics and reviews of patient transcripts are underway with the possibility of also using an LLM system to monitor patient data and analyze trends.

THE RESULTS

As a result of placing its customers and patients at the heart of its focus and having implemented Teneo Conversational IVR across its Cardiovascular Patient Technical Services Group, the customer has transformed the performance of its operations and increased its level of service for people looking for urgent help and support. The organization has ambitious plans to continue with its innovative approach and aims to achieve even greater results for its customers and patients.

In 2022:

- 45% growth in customer demand from 2021
- 90,000 interactions shifted from agent handling to self-service and virtual agent support
- 36,000 agent hours saved
- \$6M in total costs saved
- Per contact / call cost reduced by 19%
- 2% increase in customer satisfaction.

In 2023:

- 1.05M voice IVA sessions handled as of June 2023
- 6% increase in customer satisfaction
- Misrouted calls decreased from 9% to 4%
- Wait times reduced by 37% from pre Teneo system
- Abandonment Rate decreased from 14.7% to 6.8%
- Service Level increased from 51% to 69%
- +42% of Phone Calls Routed to Correct Agents
- A 25% increase in Deflection Rate over FY22



There was a clear requirement to improve the performance of the Cardiovascular contact centers and to provide a greater level of service for people calling for help. We wanted to take an approach that was both innovative yet simple to manage, while driving improvements for patients, clinicians as well as our internal agents. With Teneo, we were able to achieve better results than we could have imagined, and we're thrilled with the performance of the product. Our team has been able to design and develop the solutions that were needed, and we have not been let down at any point. The success in the Cardiovascular department has led to other contact centers implementing the same solution for their needs."

Discover Teneo Conversational IVR today

Book your consultation and launch in 60 days.

LET'S TALK!

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