



Case study by  Cobrowse

Cobrowse provides Shiftmed with a differentiated user experience, accelerating onboarding and user adoption.

| **+350,000** Users across 158 markets

| **%10** Improvement in CSAT scores

| **%30** Reduction in AHT

NAME

Shiftmed, LLC

LOCATION

United States

BUSINESS SECTOR

Healthcare Human Resources

CUSTOMER SINCE

2022

MOBILE APP DOWNLOADS

Over 1 million

USE CASE

HIPAA-compliant remote support

About Shiftmed

Founded in 2019, Shiftmed is an innovative healthcare workforce management solutions provider. Designed to bring healthcare professionals and service providers closer together, Shiftmed connects over 350,000 credentialed nurses with work opportunities across 158 markets. The ShiftMed apps empower nurses and other healthcare professionals to make a living doing what they love, when and where they want.



“We wanted to be able to **communicate with our healthcare professionals more effectively** and offer a truly exceptional customer experience.”

The challenge

Innovation within the global healthcare market often meets resistance, as the market is characterized by outdated systems and stringent regulations. As a technology provider servicing time-constrained healthcare professionals, Shiftmed’s intelligent labor routing must be frictionless. That means offering a simple onboarding process, an intuitive user experience and efficient customer support.

The sensitive nature of the data stored in user profiles means any technology needs to adhere to strict HIPAA guidelines to ensure privacy and reinforce trust among the user base. Adoption and advocacy are key to cementing Shiftmed’s reputation and establishing leadership in an increasingly competitive HealthTech sector.

“We wanted to be able to communicate with our healthcare professionals more effectively and offer a truly exceptional customer experience” explains Clayton Panzeri, Director of Support for Shiftmed. “The onboarding process, by necessity, includes a lot of detail. From proof of qualification to health records and payment details, we require lots of information upfront but don’t want that to act as a barrier to adoption”.



Why Cobrowse?

Stakeholders within Shiftmed had seen firsthand the benefits of co-browsing technology and were keen to replicate that success with Shiftmed. “We were aware of co-browsing as an option,” says Panzeri, “but we had some specific requirements that narrowed the field for us. Because we are in the healthcare space we take data security very seriously. Our obligations under HIPAA made it a red line for us during the evaluation process.”

Describing why Shiftmed chose Cobrowse, Panzeri explains: “The secure by default approach of Cobrowse was instantly appealing. It allowed us to check all the boxes in terms of PII and HIPAA regulations and provided peace of mind to all users”.

Shiftmed is an app-first enterprise that makes use of hybrid Cordova/React mobile applications. This meant that when evaluating potential co-browsing solution providers, Shiftmed prioritized not just support for mobile co-browsing, but specifically support for hybrid applications.



"Cobrowse provides invaluable insights into what our Health Care Professionals are experiencing in real-time. Not only have we seen measurable CSAT improvements, we have also seen our internal agent experience be enhanced with the product."



Clayton Panzeri
Director of Support

This requires strong co-browsing technology for both web and native mobile components. Cobrowse provides full support across web, mobile web browsers and hybrid and native mobile applications, delivering a consistent experience across multiple digital touchpoints.

With a change of CRM on the roadmap, flexibility was an essential trait. Shiftmed required instant compatibility with Intercom, but it was also necessary to ensure seamless integration with a wide range of third party platforms, so there would be no need for extensive retrofitting when the move to a new system takes place. Cobrowse already supports native integrations with Salesforce, Intercom, Talkdesk, Zendesk, Freshworks and more, allowing contact center operators to provide a seamless customer experience.

A different experience

The Cobrowse SDKs provide support across iOS and Android hybrid apps. Their small size and minimal bandwidth requirements made it the ideal way to add co-browsing functionality, without impacting app performance.

Default redaction of sensitive information keeps users' sensitive information private, aligning with Shiftmed's need for privacy and regulatory compliance. User-friendly tools such as highlighting and annotation have transformed the onboarding process into something more frictionless while enabling the user to remain in control of the session at all times.

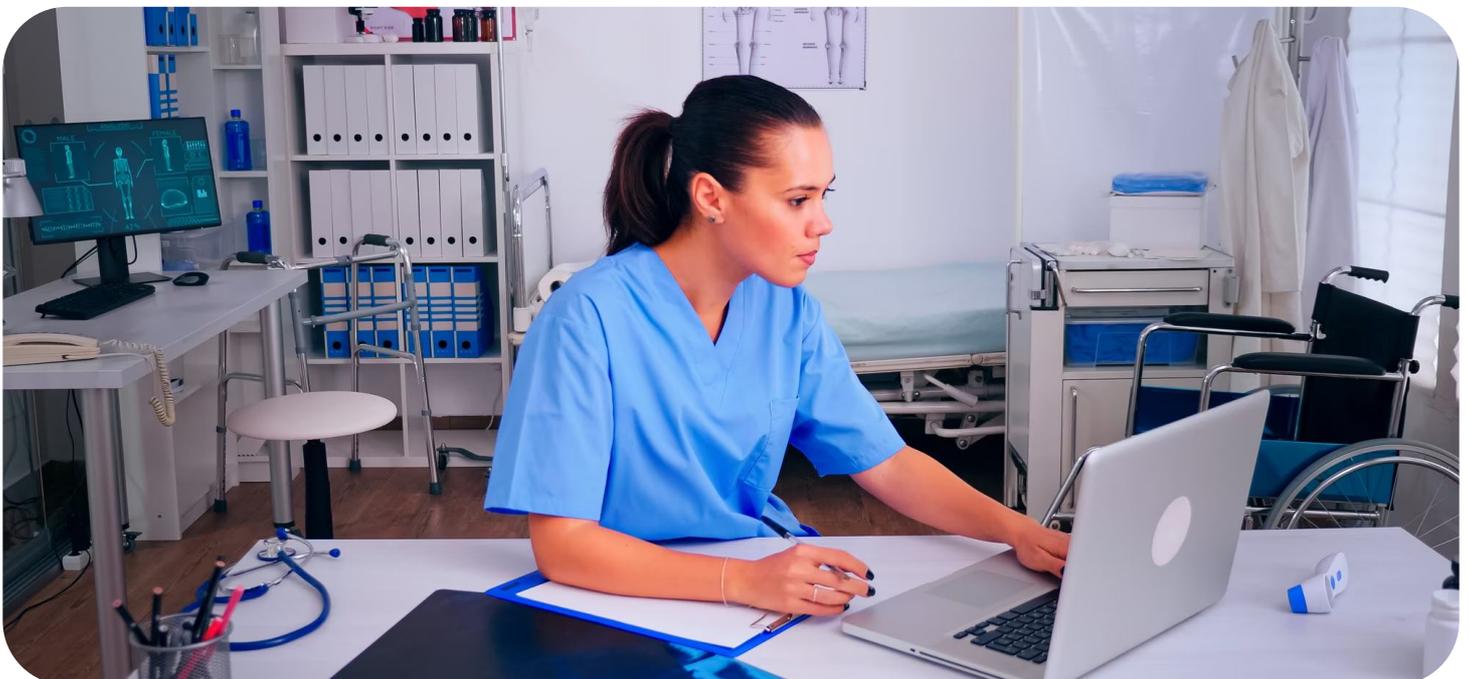
"Cobrowse has helped us significantly," says Panzeri. "If anyone has an issue during onboarding we can see where the problem lies firsthand - that's incredibly valuable to the support team. Cobrowse has had an impact beyond onboarding, helping improve the overall customer experience. The Cobrowse experience we offer is unique within the healthcare workforce management industry and we've had some excellent feedback from users".

"We have seen **CSAT increasing steadily** and are up 10% since introducing Cobrowse"



The added visibility Cobrowse provides has aided troubleshooting and allows agents to overcome traditional roadblocks. This collaborative approach to problem-solving has generated improvements in CSAT and AHT, with performance against KPIs improving as co-browsing becomes further integrated.

"We run CSAT surveys," says Panzeri. "We have seen CSAT increasing steadily and are up 10% since introducing Cobrowse. We've also seen a little over 30% reduction in average handle time, which allows us to get to more customers in less time".



Agent empowerment

Greater visibility of customer challenges means Shiftmed agents have become more efficient and effective. Having a direct view of roadblocks faced by users has been invaluable and helped agents improve their performance over time. "Feedback from agents has been positive," says Panzeri. "They can identify and solve issues quicker, and the overall agent/customer experience is more positive. An added benefit is that agents can capture screenshots of specific issues and pass them on to the product team so we can avoid similar calls in the future. Root cause analysis is an important part of product development and Cobrowse enables us to identify issues quicker".

As Cobrowse becomes more tightly integrated into multiple support functions, agents benefit from a wider range of features. The ability to record sessions and play them back later, either for audit or training purposes, has proven very useful. Session recordings provide a single source of truth for dispute resolution and have offered the added benefit of pinpointing common points of friction within the app. This has significantly reduced the time taken to troubleshoot and remediate any elements of the app that may cause frustration among users.



Clayton Panzeri
Director of Support

"The more visibility agents have in any customer engagement the better. Having a direct line to what customers face every day is important to us. It not only makes us more effective, it also provides accurate information on which to base future business decisions"

Cobrowsing is evolving

Harness the power of Cobrowse
to enable both agents and customers
to succeed.