



# HOW A LEADING UK HEALTHCARE COMPANY ENHANCED CUSTOMER SUPPORT EFFICIENCY

**DATAMATICS**

A leading international healthcare company headquartered in the UK, this organization has been a trusted name in the industry for years. With a steadfast commitment to providing high-quality healthcare solutions, they serve over 38 million customers worldwide. Beyond health insurance, they offer comprehensive health provision services, operating clinics, dental centers, and hospitals across multiple markets.

### **The Challenge: Navigating Operational Complexity**

For the company's Chief Information Officer (CIO), the growing inefficiencies in customer support operations were a critical concern. As a trusted provider of healthcare services, the client remained dedicated to delivering superior patient and customer experiences. However, as their operations expanded, managing multiple products across different platforms created operational silos, making it difficult for contact center agents to access a unified customer view.

The reliance on multiple systems not only slowed response times but also impacted overall service quality. To maintain their reputation for excellence and improve service delivery, the company recognized the urgent need for a transformative solution—one that would streamline operations, enhance efficiency, and provide real-time access to customer data.

### **The Solution: Customer Support with Datamatics**

Datamatics implemented the Unified Service Desk (USD) for Microsoft Dynamics 365. This transformation was designed to eliminate inefficiencies and provide a seamless customer support experience.

Datamatics configured USD to create a single, unified interface within Microsoft Dynamics 365, equipping contact center agents with a comprehensive view of customer profiles and their associated service records.

With the new solution in place, agents benefited from an intuitive "single pane of glass" experience, enabling them to navigate customer data effortlessly. Key features such as click-to-dial, screen pop-ups, automated call logging, and seamless screen transfers allowed agents to manage interactions efficiently without ever leaving the CRM environment. This helped the contact centre agents to assist the customers without leaving the CRM application.

## Impacts: Enhanced Efficiency, Customer Satisfaction



### Single customer view

Of all customer data



### 25% Increase

In customer support efficiency



### 35% Reduction

In calls to customer support



### Improved data collection

And data validation

# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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