

Enhance **Patient Support** and **Cuts Service Costs** with Tetherfi's Intelligent IVR

CHALLENGES

SingHealth faced rising call volumes, limited self-service options, and high operational costs due to the absence of a voice self-service system. Callers frequently encountered delays in accessing standard information, leading to frustration, reduced satisfaction, and low morale among agents handling repetitive inquiries. With a growing need to streamline contact center operations and improve overall patient experience, SingHealth required a solution that could offload agent-assisted calls, intelligently route inquiries, and deliver information quickly and accurately, without adding to support costs.

SOLUTIONS

Tetherfi initiated a consulting-led engagement to analyze call volumes, classify inquiries, and identify agent-supported transactions that could be transitioned to self-service. After conducting a site survey and reviewing operational workflows, Tetherfi deployed a centralized IVR platform to support multiple institutions within SingHealth. The system included VoiceXML-based intelligent self-service apps with speech recognition in English and Mandarin, along with an intuitive web-based content management module for multi-language support and real-time call flow updates.

The IVR system was further enhanced with an authentication process, intelligent routing to external departments, and integration with SingHealth's CRM. The solution also supported TSAPI-based multimedia agent desktops to give frontline teams instant access to caller data. Tetherfi enabled ongoing improvements by capturing detailed call flow reports and user analytics, providing a foundation for adding future self-service options and extending the platform to other hotlines within the SingHealth network.

BENEFITS

 Improved customer experience with quicker access to information and higher self-service adoption

 Average Call Completion Rate (CCR) reached 30% and Task Completion Rate (TCR) achieved 64%

 Intelligent routing led to 15% of calls being successfully diverted to relevant departments

 30% of agent man-hours saved daily through automation and call deflection

 Boosted agent efficiency and morale by reducing repetitive call handling

 Established a scalable framework to support additional IVR call flows and future hotline integrations



Defining Tomorrow's Medicine

Company

SingHealth is the largest public healthcare group in Singapore, offering multi-disciplinary, integrated medical care to millions of patients each year. With a commitment to delivering exceptional healthcare experiences, SingHealth continues to invest in digital transformation to meet evolving patient expectations.

Location

Singapore

Tetherfi Solution Deployed

Modular, Multi-Institution IVR Platform with Speech Recognition, Self-Service Transactions, and Centralized Call Flow Management