Case Study

3eriza

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Challenge

3eriza needed a platform that integrates different written and voice contact channels (WhatsApp, Facebook, voice calls, etc.) while simultaneously displaying customer information (call history, past interactions, personal data, etc.) on the agent's screen as soon as the customer calls.

Solution

3eriza implemented an omnichannel solution integrated with APIs, allowing the company to manage the platform without needing third parties. 3eriza also needed a stable and agile cloud platform due to the increase in the number of channels requiring quick interactions, allowing greater stability and agility in operations.

Results

· Service levels increased by 8 points.

· The percentage of answered calls increased.

· NPS scores increased by 6 percent.

· Supervisors experienced more visibility and freedom when making decisions.

"...each employee is dedicated to implementing practical outsourcing solutions with tangible results... "

3eriza

3eriza is a Peruvian company focused on outsourcing operational processes with agile, efficient, and effective solutions that generate value for businesses.

With ten years of experience in the sector, 3eriza has over 2,300 employees who interact with clients, manage personnel, and offer administrative support. Regardless of their position, each employee is dedicated to implementing practical outsourcing solutions with tangible results that solve issues with focus, growth, efficiency, and transformation in companies.

"... 60 percent of their interactions are with returning patients. "

The Importance of Customer Service in Healthcare

The healthcare industry has a clear advantage with customer retention: **60 percent of their interactions are with returning patients.**

This is why it's so important for customer service professionals to have instant access to customer data and interaction history on one unified platform. This information needs to be collected and stored where it is easy to collaborate, access, and update regularly.

"... rapid growth, leading them to need more organized and structured customer service and management."

Choosing GoContact

In the aftermath of the pandemic, many people in Latin America are more concerned about health and wellness. As a result, many health companies such as clinics, laboratories, and pharmacies have experienced **rapid growth, leading them to need more organized and structured customer service and management.**

3eriza needed a cloud based data center that would allow agents to collect patient data on a single platform. Previously, they had not found solutions or success with open APIs, forcing them to go to their software team for implementations, connections, and tracking. With the open APIs available with GoContact, they can now manipulate the platform without needing third parties, giving them autonomy and flexibility.

The cloud based technology of GoContact makes their telephone advisors more agile and productive. With GoContact, 3eriza is well on its way to RTC (real-time communications), something much more beneficial than their current model.

"Customer experience is a top priority in the healthcare industry."

Client Satisfaction: Patients, Agents, and Supervisors

Customer experience is a top priority in the healthcare industry. NPS scores, which measure customer satisfaction, grew by 6 percent after 3eriza implemented GoContact.

Thanks to the WhatsApp integration, agents can now remind customers days in advance about upcoming medical consultations and appointments by call or text, which patients greatly appreciate. This allows agents to confirm appointments and leave detailed information for patients.

Supervisors have also seen improvements. Thanks to the analytics dashboard, supervisors can create and manage their dashboards and create and manage customized campaigns for different users. In this way, supervisors have more visibility and can execute decisions faster.

"Thanks to GoContact's agility, 3eriza has gone from an 85 percent service level to 93 percent…"

Improvements in Customer Service

Aside from these areas of improvement and upgrades to their offered services, 3eriza has experienced two fundamental improvements since implementing GoContact.

- **Nivel de Servicio:** Improved service levels. Transitioning to a cloud based solution meant that the number of disconnections, drops, and interruptions practically disappeared. Thanks to GoContact's agility, 3eriza has gone from an 85 percent service level to 93 percent, and they have achieved a service threshold of 15 seconds to reach an agent.

- **NPS:** Improved NPS scores. Before implementing GoContact, the company had an NPS score of 50, and it has grown by approximately 6 percent, reaching 56 percent thanks to the integrations.

Testimony
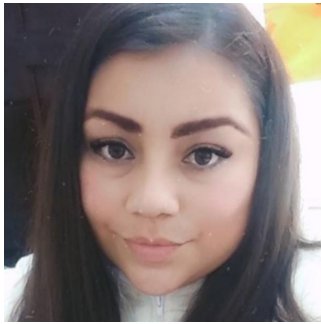
"GoContact streamlines management, prioritizes the needs of my team, and allows me to carry out real-time follow-up with the agents on my campaign and the campaign itself. I would recommend GoContact without a doubt. It's a much friendlier platform than others we have used in the past, and adding a new agent or configuring a new campaign is easy because the platform is didactic and intuitive."

Laura Allauca - Campaign Manager
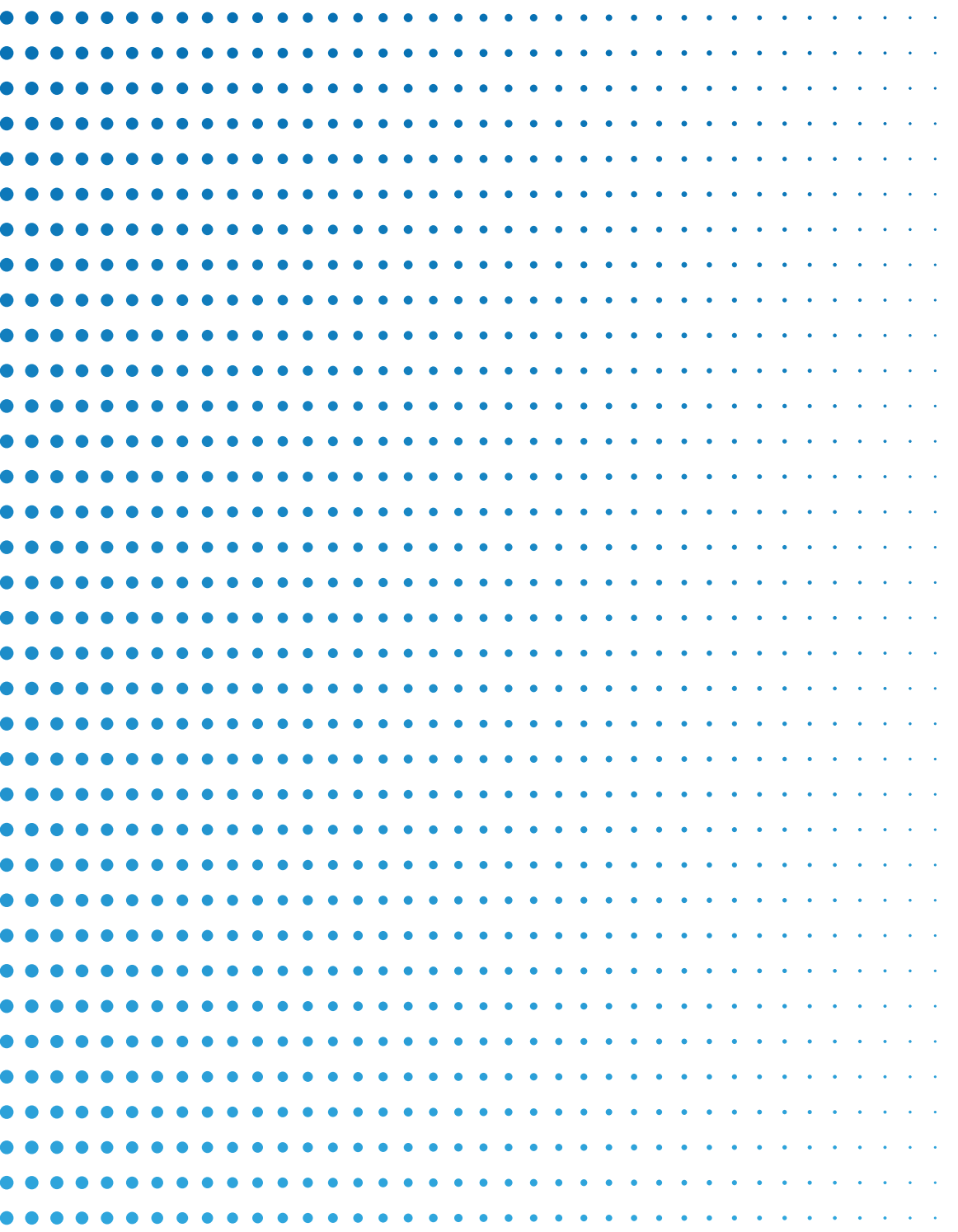
Go contact

a broadvoice Company