

Case Study

# Future Healthcare



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# Case Study: Future Healthcare

## The Challenge

To find an omnichannel platform that provides agents with autonomy, so they don't need to involve other technical teams or IT departments. The platform should also offer the ability to monitor and access specific indicators.

## The Solution

GoContact is an omnichannel platform that allows visibility into all customer interactions — whether by voice, email, chat, Facebook, etc. — using a single platform. GoContact is a user-friendly, intuitive platform that allows agents and supervisors to have autonomy in parameterizing and editing the platform. It also has an analytical module that enables users to track operations.

## The Result

Future Healthcare had increased visibility into all customer interactions using one platform, experienced 100 percent autonomy in creating and altering different features within the platform, and had the ability to monitor work in real-time, leading to improved operations productivity. For the first time, they were able to measure the resolution rate on the first contact and implemented a process to send satisfaction questionnaires automatically.







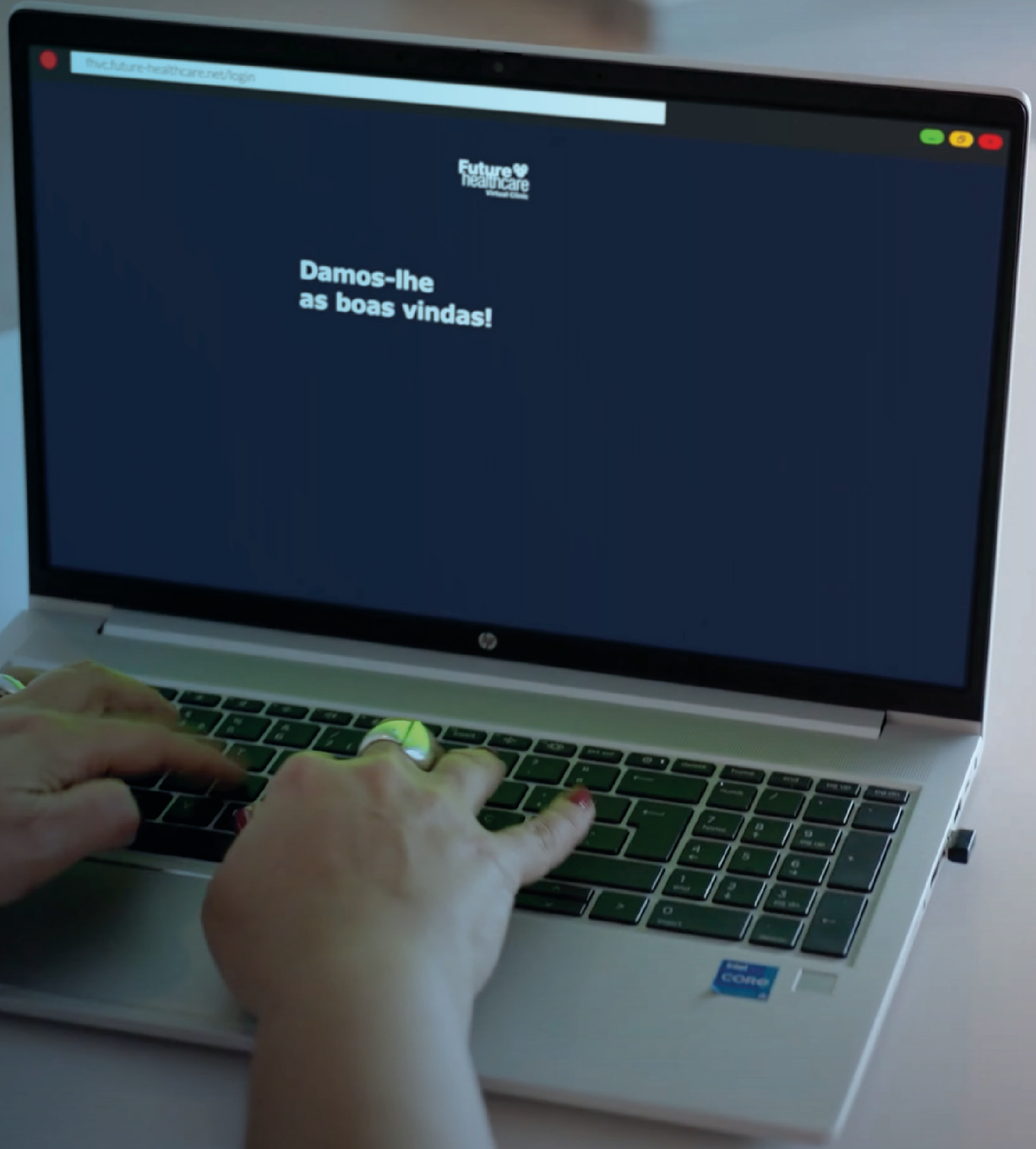
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## The Importance of Customer Service

For the life and health insurance industry, quality of care directly impacts customer satisfaction and how customers perceive a company. Because of the emphasis on positive and differentiating experiences, contact centers are essential in this industry.

This focus on distinguished experiences is why Future Healthcare wanted a specialized contact center that guarantees support for all involved, whether that be end clients, commercial networks, or service providers. To provide this support, they need the most up-to-date technology available for contact centers that also offers a variety of communication channels such as SMS, email, chat, click-to-call, and voice.



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Damos-lhe  
as boas vindas!

Intel  
Core



# Why They Chose GoContact

The biggest challenge the company faced was that communication channels such as voice, email, chat, and social media weren't easily accessible on a single platform.

Because the operations team didn't have the autonomy to make changes to the platform or access to advanced equipment, creating and maintaining service guides, IVRs, campaigns, queues, scripts, email templates, and call logs was time-consuming and laborious.

When monitoring operations or measuring key indicators such as waiting time, first-call resolution rates, email response time, reasons for contact, etc., they encountered difficulties such as being unable to extract the data.

GoContact was the best choice because it successfully met the needs of the company: it is an easily managed omnichannel platform that is intuitive and provides the operations team with much-needed autonomy. This, along with the affordability of the platform, made it easy to choose GoContact.

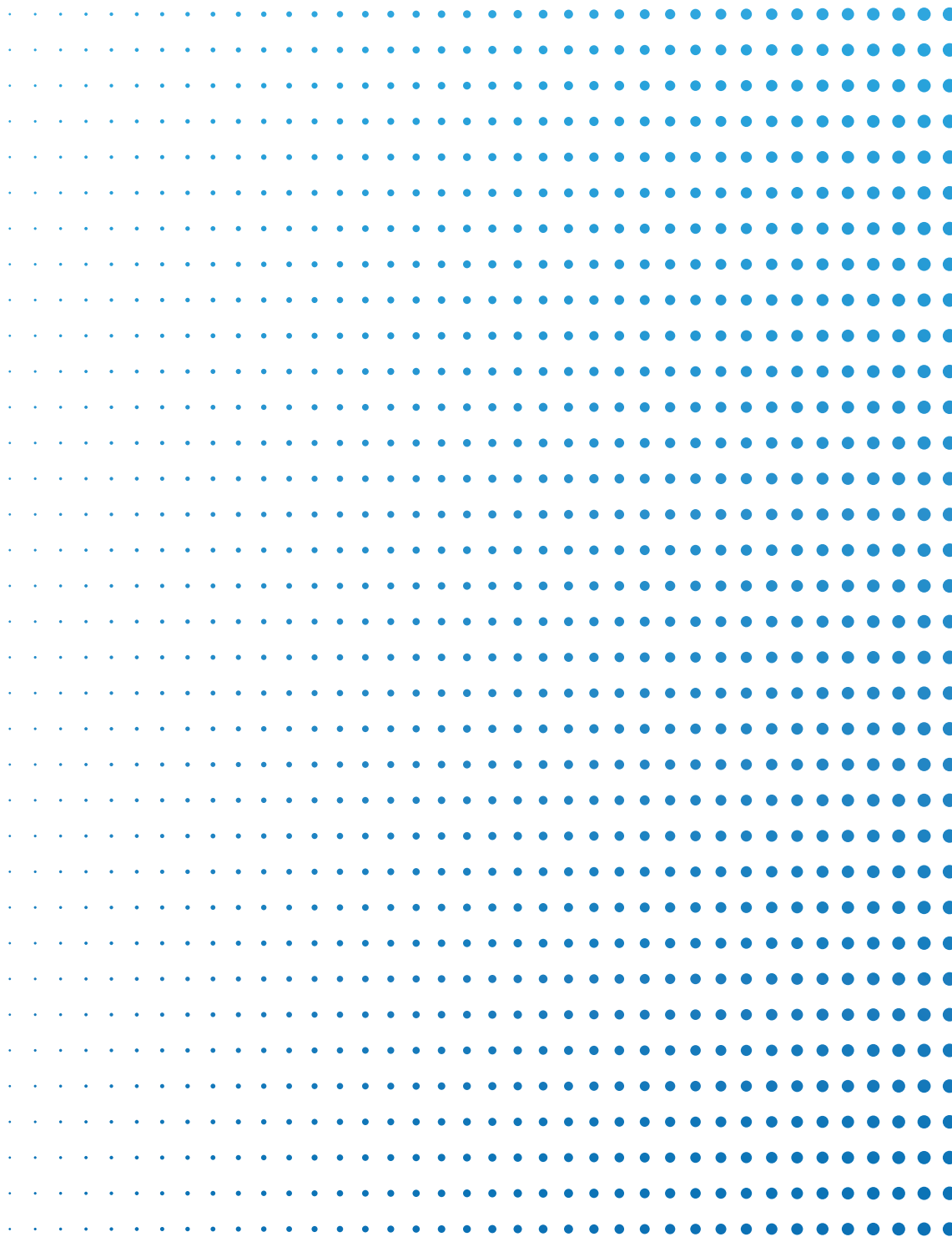




# Main Results: The Positive Impact of Change

Implementing GoContact helped Future Healthcare overcome challenges and added several benefits, including:

- Visibility into all customer interactions — whether by voice, email, chat, Facebook, etc. — using a single omnichannel platform offered agents a complete view of all customer interactions in real-time.
- 100 percent autonomy in creating and maintaining service guides, IVRs, queues, scripts, email templates, call logs, and more.
- The ability to analyze and monitor call center and back-office operations in real-time led to improved productivity.
- Visibility into the reasons for customer contact allowed agents to take proactive measures to minimize the impact of certain actions.
- The ability to analyze first-call resolution rates.
- Implementation of a new communications channel for chat and Messenger.
- The ability to monitor agents' work using the Quality Audit module or client evaluations allowed supervisors and managers to classify customer satisfaction rates.
- The number of email inboxes managed by the contact center grew from 20 to 40.
- Service hours were extended to 24 hours a day, 365 days a year, because of the new ability to work in shifts.
- Customer satisfaction surveys increased by 300 percent from 2019 to 2021.
- Expanded capabilities to manage and process interactions on Facebook, including comments and messages.
- New IVRs allowed personalized interactions to fit the needs of each member or client.
- The ability to duplicate audited calls and perform quality audits to evaluate customer retention and direct sales channel calls.
- The ability to directly access the audited calls in real-time allowed agents to immediately correct any issues.
- Access to individual and team performance indicators was extended, which allowed for the implementation of a productivity award.





# The Impact on Agents and Supervisors

GoContact optimized access levels for records that help manage people and processes, which made them more effective and efficient. Because the information on the platform is now readily accessible, daily operations have also improved.

For supervisors, registering agent login compliance has been simplified, and call details and evaluation tasks are now easily accessible.

For agents, the process for making calls and creating tickets has been simplified, it's easier to access reports for quality auditing, and there is greater control over break times during the day.

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REGISTRATION

# The Customer is the Most Important

“We have noticed a significant improvement in the end customer since implementing GoContact. We can provide customers with a better experience thanks to increased efficiency and fast, high-quality service,” says Marta Marques, Customer Service Coordinator for Future Healthcare.

“With GoContact, we concentrated most of the indicators, which guaranteed the previously mentioned speed. Partners presented more indicators and in a faster way, which has become a plus value.”

## Customer Testimonial

“With GoContact, we now have a completely integrated, real-time vision of our contact center that has allowed us to be more efficient and proactive and provide the high-quality service for which we are recognized.



With the increased efficiency and autonomy provided by the platform, we have made new channels available (chat and Messenger), doubled our email inboxes, extended our service hours to 24 hours a day, 365 days a year, tripled our satisfaction survey scores, and created personalized IVRs that are adapted to fit the needs of our members.

We also have access to new indicators, such as reasons for contact, first-call resolution rates, and client evaluations of agent performance.

GoContact is an intuitive platform that provides total autonomy in parameterizing queues, campaigns, scripts, IVRs, templates, and more.”

**Marta Marques, Customer Service Coordinator of Future Healthcare.**



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