5 Strategies for Contact Center Managers in the Healthcare Industry

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Introduction

Consumer needs, preferences, and demands have changed. And so have expectations for patient experiences. Patients expect streamlined, personalized, and efficient interactions with healthcare providers. They want empathy and compassion. They want humanized care that meets their unique needs and concerns. Most importantly, they want to reach their healthcare team quickly.

These five strategies will ensure your contact center delivers a high-quality patient experience.

Automate Back-Office Tasks

Contact centers in the healthcare industry handle their fair share of back-office work. Agents schedule and reschedule appointments. They manage and adjust provider schedules to meet patient needs and changing schedules. Depending on the type and size of practice or facility, this can happen hundreds of times a day.

Adding automation to your contact center allows you to streamline routine back-office work. This will not only improve your agents' workloads but also the patient experience.

Optimize Your IVR

Patients are demanding personalized experiences in their interactions with healthcare providers. To do this, agents need access to critical patient information. They need to know things like their medical history and interaction history. This information provides context, which allows agents to tailor the interaction. It also enables them to respond to patients more effectively.

By customizing and streamlining your IVR, agents can deliver personalized experiences. You can create specific queues for things like scheduling appointments and billing requests. Then, you can assign agents to those queues based on their skills. This can help lower service times and boost agent engagement. It can also help personalize the interaction to the needs of each patient.

Use Data Analytics and Reporting

In the healthcare industry, contact centers must be sensitive to changes. A poorly prepared change can have significant consequences that can impact patients' health, treatment plans, and day-to-day lives. This is why historical and real-time data analytics and reporting are critical.

Advanced data analytics and reporting tools enable you to make data-backed decisions. Real-time reports can track the performance of your contact center and healthcare facility. Plus, data analytics can consider historical and real-time data. With these tools, you can look for trends and help prepare for the future. The result? More operational autonomy.

Provide an Omnichannel Experience

Omnichannel capabilities enable providers and contact centers to unify their service channels. Patients should be able to contact providers on a variety of channels. They want to interact via phone, email, chat, and even social media. Unifying these channels on a single platform eliminates app switching between interactions. This creates a streamlined and consistent omnichannel experience for patients, agents, and providers.

With omnichannel capabilities, patient information and interactions are accessible on one platform. This gives a more holistic view of the patient. With this, agents can deliver a personalized experience for each patient.

Personalized and effective omnichannel interactions are fundamental to a high-quality patient experience.

Create a Unified Healthcare System

When patients call, they think they're contacting the provider, clinic, or hospital directly. In reality, they're interacting with a contact center on behalf of their provider. While this method may be confusing, it's actually quite beneficial to patients.

A unified healthcare system connects you to providers, hospitals, and clinics. This means agents can consult with the local hospital about a patient while on a call with the patient. This helps patients receive the care and help they need. This kind of technological agility creates a personalized and effective patient experience.

Conclusion

Personalized and effective omnichannel interactions are fundamental to a high-quality patient experience. Your contact center should have automation, omnichannel experiences, and data analytics and reporting. These technologies will help personalize interactions and drive the patient experience.

GoContact is a contact center platform that responds to changing patient expectations. It allows you to manage operations while focusing on the patient experience. With it, you can meet and exceed expectations and deliver a best-in-class experience. Chat with one of our consultants or schedule a demo to learn more.

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