



Transform Your Patient Experience

Discover how cloud solutions can help you deliver superior and secure patient experiences across every channel.



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Executive Summary: Growing Healthcare Demands and Aging Communications Tools Push Contact Centers to Their Limits

The healthcare customer experience is undergoing a massive transformation.

Increased competition gives patients more options when choosing providers. They expect personalized and streamlined experiences, or they will go elsewhere.

Meanwhile, healthcare providers are growing rapidly through acquisitions and organically. Centralizing many small, disparate groups into larger organizations creates security, compliance, and data privacy challenges. It also leads to agent burnout, as they are struggling to keep pace with demand and manage vast amounts of information.

All these factors negatively impact the patient experience. Health insurance companies and hospitals rate low on consumer satisfaction—ranking 36th and 44th out of 47 industries.¹ And only 20% of healthcare issues are resolved on the first touch, compared with a 74% first-call resolution rate in other sectors.²

¹American Customer Satisfaction Index: [Insurance and Healthcare Study 2020-2021](#)
²Mercury Healthcare: [5 Operational Healthcare Contact Center Metrics to Watch Closely](#)

Providing a great customer experience is challenging if your contact center runs on outdated technologies. Aging tech tools are inefficient, expensive, and can't scale quickly to meet changes in service levels. They also impede care coordination, as they don't easily integrate with other systems to give agents a complete view of patients.

Modernizing your contact center allows you to use real-time data and artificial intelligence (AI) to boost efficiencies. This whitepaper highlights how a cloud contact center solution can help you deliver superior and secure patient experiences across every channel. It provides practical examples of how new technologies can help you:

- Provide real-time assistance and meaningful data to agents to help them provide correct answers quickly.
- Reduce your operating expenses by paying only for what you use.
- Immediately scale to any size without investing in licensing or infrastructure.
- Optimize agent scheduling with accurate contact center volume forecasts.
- Increase your revenue and patient attendance rates through automated appointment reminders.

This whitepaper also includes best practices to help you choose the right customer experience solution and drive the most business value from it.



Contact Centers Are Understaffed and Overwhelmed

During the global pandemic, healthcare providers implemented digital technologies to provide critical services while keeping patients and employees safe. Patients quickly embraced technologies such as self-service portals, telemedicine, and chat support. They enjoyed the convenience of these services so much that they now expect them when receiving care.

- 80% of consumers will likely use virtual care post-pandemic.³
- 39% of patients prefer self-service when booking appointments.⁴

While patients prefer managing appointments virtually, 82% want medical advice from humans.⁵ Contact centers must offer support in all the ways patients like to receive it—whether getting a quick answer via a chatbot or having a conversation with a live agent.

However, staffing shortages and overwhelmed contact centers make it hard to provide responsive support. Healthcare employees are leaving their jobs in record numbers, and medical contact centers must operate at a fraction of their regular capacity.

This staffing crisis has made callback and hold times longer than ever before.⁶ A lack of agents also translates into a negative customer experience, as patients may not be able to receive support when they need it.



The average contact center turnover rate is 58% annually—almost 10% higher than the United States average.

International Customer Management Institute⁷



³Deloitte: [Are consumers already living the future of health?](#) 2020

⁴Qualtrics: [Healthcare Experience Trends](#), 2023

⁶Keona Health: [How Clinical AI Answers Healthcare Call Center Staffing Shortages](#), 2022

⁷ICMI: [Stop the Churn of Agent Turnover at Your Contact Center](#), 2022

Aging Contact Center Technology Impacts the Patient Experience

Improving patient experience is challenging if your contact center runs on outdated, on-premises infrastructure.

Aging technologies pose many problems, as they:

- Are inefficient to run and expensive to maintain.
- Impede care coordination, as they don't easily integrate with other systems to give agents a complete understanding of patients.
- Can't quickly scale up and down to meet changes in demand.
- Don't provide real-time data. This impacts reporting, as employees must rely on inaccurate, incomplete, or out-of-date information when making decisions.
- Lack of the security and reliability needed to support a hybrid workforce.

Ultimately, aging technologies can create friction with patients and prevent you from delivering responsive, high-quality services. For example, dated technologies won't automatically remind patients of appointments, which can lead to no-shows and lost revenue. Their inflexibility can also impact your ability to keep pace with the competition, as patients are more likely to choose the provider who offers a better digital experience.



Patients rely on digital resources 2.2x more than provider referrals when choosing a healthcare provider.

Press Ganey⁸



Cloud-Based Contact Centers Deliver Superior and Secure Patient Experiences



Communication and customer service matter more to patients than bedside manner.

Press Ganey⁹



To compete in today's rapidly-changing environment, healthcare providers need a simple, scalable contact center solution that adjusts to patients' needs in real-time while enabling easy and natural engagement.

Modernizing your contact center with cloud and AI technologies can help you give patients a better experience while making your operations more efficient and cost-effective.

With a cloud-based customer experience, you can:

- **Provide faster and more personalized experiences** using real-time patient data, self-service portals, and seamless virtual care.
- **Boost attendance rates** by automatically reminding patients of appointments and what they must do to prepare.
- **Improve first-call resolution rates and lower wait times** with real-time, integrated data.
- **Enhance workflow efficiencies** by gaining a complete view of your systems and processes.
- **Protect patient data** with a cloud customer experience solution that complies with the Health Insurance Portability and Accountability Act (HIPPA) and Payment Card Industry Data Security Standard (PCI DSS).
- **Scale quickly and cost-effectively** with a cloud model that lets you handle fluctuations in contact center volume—without paying for ongoing maintenance, unnecessary licenses, or telephony capacity charges.

The cloud's pay-as-you-go model also eliminates risks and allows you to experiment without making substantial capital investments. You don't need to invest in hardware, infrastructure, or a long-term commitment for a proof-of-concept.

How Modern Technologies Improve the Healthcare Customer Experience: Real-World Examples

Goal:

Better understand your patients and their needs.

Problem:

Current reporting only provides operational metrics with little view into customer or agent sentiment—and no visibility into call categorization.

Solution:

With cloud-based customer experience, agents can harness real-time insights to improve customer support and give patients a more responsive, personalized experience. For example, cloud customer experience solutions provide real-time contact center analytics powered by AI and machine learning. They can transcribe and analyze calls for sentiment, keywords, and topics. Agents can quickly analyze these transcripts through user-friendly dashboards to detect issues and patient trends. They can also forward call transcripts to other agents so patients don't need to repeat their stories when transferred to someone else.

Outcomes:

- Enhance agent performance and productivity.
- Improve operational efficiencies.
- Enhance security and compliance.

Goal:
Improve the patient
experience.

Problem:

Agents often lack detailed, real-time information about patients. This lack of insight makes it hard for them to provide timely, relevant support.

Solution:

A cloud contact center solution helps teams deliver faster and more personalized customer service by providing agents and automated interactions with near-instant access to relevant customer information. Agents can easily track and manage customer issues that require multiple interactions.

Outcomes:

- Decrease average handle time (AHT).
- Increase FCR rates.
- Accelerate agent training and onboarding.



Goal:
Economize your
operations.

Problem:

Contact centers often have inefficiencies that cause them to operate as cost centers. Inefficient processes can increase operating costs and impact the patient experience. For example, customers will get frustrated and go elsewhere if agents can't assist them promptly.

Solution:

Using a pay-as-you-scale model helps you avoid overpaying for underutilized features and licenses—while equipping agents to handle unpredictable customer call volumes. You can also set up cloud contact center solutions quickly and efficiently onboard tens of thousands of agents to meet unexpected increases in demand.

Outcomes:

- Reduce operating expenses.
- Increase profit margins.
- Transform from a cost center into a profit center.

Goal:
Optimize agent
scheduling.

Problem:

A lack of forecasting and scheduling tools leads to wasted resources when the volume is low and a lack of capacity when demand is high.

Solution:

Cloud-based forecasting and scheduling tools provide accurate contact volume forecasts to improve capacity planning. They also offer robust scheduling features so you can better align staff schedules with business needs.

Outcomes:

- Decrease human capital costs.
- Shorten wait times.
- Improve the agent experience.

Goal:

Increase patient attendance rates.

Problem:

Managing appointment no-shows is time-consuming and costly.

Solution:

Cloud contact center solutions allow you to send patients appointment reminders via phone, email, and short message service (SMS). You can also give patients the information they need to prepare for appointments.

Outcomes:

- Improve non-attendance rates by 35%.¹⁰
- Increase revenue due to improved attendance rates.
- Decrease non-compliance rates with preparation requirements.



¹⁰National Library of Medicine: Use of telephone and SMS reminders to improve attendance at hospital appointments: a systematic review

5 Best Practices When Migrating Your Contact Center to the Cloud



1. Define your use cases.

Cloud contact center technology can seem overwhelming. Instead of focusing on every feature, identify your three most valuable use cases. Then, consider your options based on how much value they will add to your use cases.



2. Plan for the future.

The demand for healthcare services is expected to increase in the coming years as the population grows and ages. Analysts also predict that the healthcare sector will add 2 million more jobs by 2031. Ensure your contact center solution can quickly scale to support an influx of users and data.¹¹



3. Protect your data.

A data breach costs healthcare organizations \$355 per stolen record—compared with \$158 per record in other industries.¹² Healthcare organizations have higher costs because personal health information (PHI) is precious to hackers. Ensure your contact center solution will keep you compliant with Health Insurance Portability and Accountability Act (HIPPA) and The Payment Card Industry Data Security Standard (PCI DSS).



4. Automate as much as possible.

Look for a contact center solution that will streamline your time-consuming and error-prone tasks, such as transcribing calls, auto-filling data, and sending patients appointment reminders. When agents don't need to focus on these mundane things, they can spend more time assisting patients and providing outstanding support.

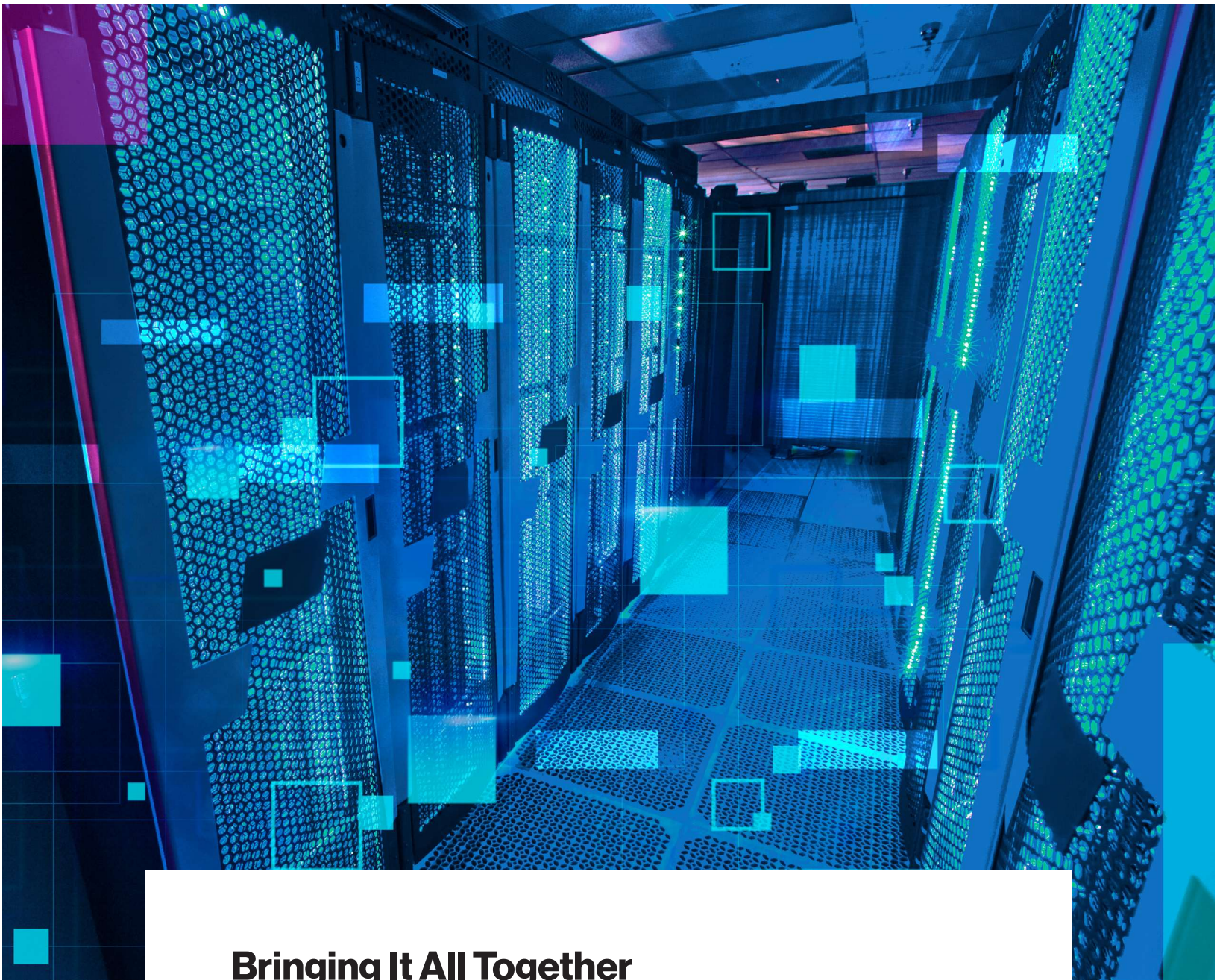


5. Find the right partner.

Contact centers use a lot of platforms in the patient journey and are connected to all areas of the business. Look for a partner who understands the broader context and has experience in all these areas. In particular, your partner should have a strong understanding of the healthcare customer experience, enterprise software, and the cloud.

¹¹U.S. Bureau of Labor Statistics: [Healthcare Occupations](#), 2022

¹²Center for Internet Security: [Data Breaches in the Healthcare Sector](#), 2023



Bringing It All Together

Demands for healthcare services are expected to increase in the coming years. But dated contact center technology and high agent turnover rates make it challenging to keep pace with demand. Migrating your contact center to the cloud can help you boost efficiencies and give patients a seamless experience across all your channels—even when you are short on staff.

An omnichannel cloud contact center solution, such as Amazon Connect, can help you deliver responsive, personalized, and secure patient experiences at up to 80% lower costs. SoftwareOne can get you up and running on the platform in as little as five days with our Connect QuickStart package.

Want to drive immediate value from your cloud contact center?

Contact us to talk to a healthcare CX expert.

About SoftwareOne

SoftwareOne is a leading global provider of end-to-end software and cloud technology solutions, headquartered in Switzerland. With an I.P. and technology-driven services portfolio, it enables companies to holistically develop and implement their commercial, technology, and digital transformation strategies. This is achieved by modernizing applications and migrating critical workloads on public clouds while simultaneously managing and optimizing the related software, cloud assets, and licensing. SoftwareOne's offerings are connected by PyraCloud, its proprietary digital platform, which provides customers with data-driven, actionable intelligence. With around 8,700 employees and sales and service delivery capabilities in 90 countries, SoftwareOne provides around 65,000 business customers with software and cloud solutions from over 7,500 publishers. SoftwareOne's shares (SWON) are listed on SIX Swiss Exchange.

For more information, please visit www.softwareone.com.

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