



HEALTH
A GeBBS Healthcare Company

PATIENT EXPERIENCE SIMPLIFIED

CASE STUDY

DECREASING CALL ABANDONMENT RATE FOR A DIAGNOSTIC IMAGING AND RADIOLOGY SERVICES PROVIDER

Overview

Our client is a leading diagnostic imaging and radiology services provider operating nine outpatient imaging centers across the Southeast. They have been a valued partner of CCD since November 2019.

Background

Recently, the client faced an unforeseen surge in call volume, which increased by 10-15% due to severe understaffing. This spike led to a significant rise in abandoned call rates, reaching a peak of 27%. The high abandonment rate was detrimental to their business, resulting in an estimated daily revenue loss of ~\$12,000.

Goals

Improve the efficiency of call handling and increase agent productivity

Optimize call flows and scripts and ensure consistency across all patient-schedulers interactions

Solution: 4 Steps - CCD's approach

1. Enhancing in-house processes: CCD focused on improving the internal call management processes. We assisted in creating structured call flows and scripts, which ensured consistency and standardization across all customer interactions..

2. Data-driven insights: CCD provided actionable insights to better manage and optimize the contact center workforce using advanced data analysis tools. Through call patterns analysis and agent performance, we identified key areas for improvement and implemented strategies to address them.

3. Robust staffing plan: CCD developed a comprehensive 4-6 week staffing plan that included:

Required headcount: determined the optimal number of staff needed to handle the increased call volume effectively.

Anticipated attrition: factored in expected staff turnover to ensure continuous coverage.

Class scheduling: organized training sessions to onboard new staff efficiently.

Weekly onboarding: scheduled the weekly integration of new workforce members to maintain operational stability.

4. Monitoring and optimization: We closely monitored the outcomes of our optimization efforts to ensure the improvements were sustained and aligned with the client's operational goals.

Proven outcomes

1. Decrease in call abandonment rate:

CCD's interventions led to a 25% reduction in the call abandonment rate. This significant drop was a direct result of the enhanced processes, better staffing, and data-driven strategies implemented by our team.

2. Financial impact: the improvements had a substantial financial impact. Over the first five months following the implementation of our strategies, the client reclaimed \$840,000 in revenue that had previously been lost due to abandoned calls.

Conclusion

CCD's targeted approach in addressing the call abandonment issue resulted in impressive operational and financial gains for the client, especially on in-house processes performance, leveraging data for actionable insights, and implementing an scalable and robust staffing plan.

CCD's proven outcomes

(\$ in thousands)

Recovered Monthly Revenue and Decrease in Abandonment Rate

