



# How Home Care Companies grow with Voice Technologies in 2020





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# 01 Dasha Introduction



Add a little bit Dasha is a human-like conversational AI. The Dasha platform is used to automate repetitive voice conversations. Most customers use Dasha AI Platform to automate conversations that happen over the phone.

Unlike a human, Dasha can:

- conduct an unlimited number of conversations at the same time
- always remain calm and patient, never rude
- take information down properly and report without error
- work without off days and without emotion
- always deliver a stable level of customer service

Unlike legacy voice platforms, Dasha can:

- Truly sound like a human
- Fully understand the context of the conversation and communicate like a human would
- Go on tangents
- Reply without any delay
- Pass the Turing test (the test of human-likeness)

# 02 Problems faced by home care companies

## Patients complain about:

### 1. Bad communication from the agency

This is by far the most common complaint. Patients want the agency to keep them informed - who will the caregiver be, if the caregiver is not able to make it and a different one has been scheduled, what the caregiver's limitations are (language, religion-related, etc.).

### 2. Caregiver service quality

Each patient has a portrait of their ideal caregiver in mind. When the actual caregiver strays from this image, the patient is upset. And there are real reasons for this upset - caregivers can be late. They may have a difficulty following directions due to language or cultural limitations. A common complaint is that caregivers spend entirely too much time on their phones, which especially angers older patients.

### **Caregivers complain about:**

#### **1. Bad agency communication**

Are you seeing a pattern here? Caregivers say they often cannot reach the office, especially for an urgent call. They are often left in the dark about schedule changes. Double booking is a common complaint as well.

#### **2. Rude staff manning the phones**

Rude office staff is a huge turnoff for your caregivers. If they can get work with the same pay but with pleasant staff, you better believe they will. As many as 2/3 of caregivers are first generation immigrants. In order for them to communicate well, the scheduling staff should be patient, enunciate clearly and listen carefully.

#### **3. The agency doesn't ask the caregiver for feedback**

Without the caregiver there can be no home care agency. So why is it that while many home care agencies attempt to survey some of their patients, most don't bother asking their caregivers for feedback and input? Caregivers want to be heard and to share their thoughts. Give them the opportunity and watch your attrition rates drop.

## **Agencies face the following problems:**

### **1. Understaffed offices and inefficient office staff**

Matching 3000 patients with a pool of 5000 caregivers takes time. It means hiring people to exclusively call caregivers, get their weekly schedules, book shifts and keep patients informed. As the office staff are human, they are prone to making scheduling and reporting mistakes, which leads to dissatisfied patients and caregiver eye rolling.

### **2. Difficulties in hiring new caregivers and high attrition rates**

The industry is getting more competitive. When looking for a job a caregiver will reach out to multiple agencies. The first ones to offer him shifts are generally the agencies that the applicant ends up working with. Want actionable insights on how to get better attrition rates - look at the Caregiver feedback above.

# 03 Solutions



## Solving problems with home care AI

You are skeptical that all these problems can be solved with AI. That's fair and critical thinking. Yet some agencies are already solving parts of these problems with Dasha AI.

Here are the approaches and the problems they solve:

### Surveys

Companies are using Dasha AI to survey their patients and caregivers. Why not just use email or text messages? Here is why:

- Email and text messages get low response rates, compared to Dasha AI's 90%+ response rate
- Patients are often older citizens who are not very good with technology and would prefer talking to someone on the phone (note: Dasha AI is so human-like, most people talk to it as they would to a human operator)
- While you may ask open-ended questions via email or text message, you are unlikely to get a response. Dasha takes down open feedback which generally contains the most valuable insights.

Using Dasha AI for voice surveys solves the following problems:

- Tracking the quality of caregiver service
- Engaging with the caregivers to receive feedback on day-to-day performance
- Collecting feedback from caregivers lowers attrition rates, as they see that the agency cares

### Staffing patient shifts

How do you ensure that you always have up-to-date caregiver availability schedules? How do you make sure that every patient shift is staffed? How do you inform each patient that their caregiver has changed? How do you do all of this without hiring more scheduling staff and at a fraction of the cost you are currently paying?

#### Outsource to AI.

Using Dasha AI will ensure that:

- Every shift is staffed
- Every patient is notified of shift changes
- You have the latest caregiver weekly schedules logged in your systems

### Interviewing applicants

The hiring market is competitive. When looking for a job, caregivers will submit multiple applications. The first to call back gets the hire.

You can set up Dasha AI to call an applicant as soon as the application is received. Dasha can go on to ask a series of questions to qualify the candidate - do they have certifications, are they allowed to work in the U.S., etc. More detailed questions on availability and preferences (can you work in a smoking household, etc.) can be asked later.

With Dasha AI as your first-touch interviewer you will be able to beat the competition to secure the workforce you need to meet your patients' needs.



# 04 Covid-19 action



Since the Covid-19 pandemic started, patients have been worried about letting people into their homes. Caregivers entering the home meant potential coronavirus exposure. To protect both senior patients and caregivers, we created Covid-19 Screener, which automated health screening of caregivers prior to each shift.

The questionnaire was designed to detect whether the person is exhibiting any Covid-19 related symptoms. For instance, if the caregiver responded positively to whether he lost his sense of smell, he was instructed to stay home and seek medical assistance, if necessary.

Dasha determined whether the person is healthy, or falls under flu or Covid-19 category based on his answers. Listen to each category sample calls [here](#).

# 05 How to get started automating



The term AI is bandied about constantly. How do you actually get started using this technology?

Working with Dasha AI is not complicated. First we need to talk to you to identify the best stream for you to take. Most of our clients use our technology in one of three ways:

- Use internal developer resources to build AI apps on Dasha AI Platform
- Use an integration partner to build AI apps on Dasha AI Platform
- Use readily available AI apps through a partner reseller

In order to figure out which one of these approaches is the best fit for you - please [schedule a call](#) with an automation expert.

The act of breaking the automation down into tasks helps to make a seemingly complicated process easy to understand. We advise our clients the following approach:

1. Define your goals
2. Define your process
3. Define the project owner (responsible person)
4. Define success criteria
5. Define next steps pending successful project completion

Here you can download a [framework spreadsheet](#). There is an example sheet in there for your reference.

We understand this can be a complex process. If it's proving to be too complicated and you need some guidance - get in touch with us to help run you through it.

# dasha

Artificial Intelligence

<https://dasha.ai>