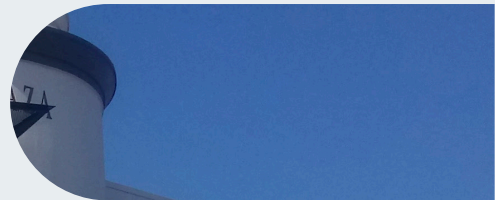


Kelsey-Seybold Clinic®

Changing the way health cares.™

Kelsey-Seybold Clinic Uses CallMiner to Improve Patient Experience with Reporting Automation

Case Study



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About Kelsey-Seybold Clinic

Kelsey-Seybold Clinic provides access to skilled and compassionate healthcare through 26 multi-specialty care centers and a specialized sleep center. Their goal is to deliver high-quality and comprehensive medical care with a dose of old-fashioned caring and personal attention. Kelsey-Seybold Clinic employs more than 360 contact center agents available to patients 24/7. The contact center handles approximately two million transactions every year.

Challenge

Uncovering Valuable Insights Means Manual Quality Assessments
Kelsey-Seybold identifies "patient care" and "customer satisfaction" as the first two of its corporate values. This holds especially true in the contact center, where agents receive a variety of calls every day. In fact, Kelsey-Seybold receives 22 different types of calls that vary in complexity, ranging from making patient appointments to triaging patient symptoms and routing them to the appropriate next level of care. But capability is limited, and historically there were no reporting capabilities in place. With over 360 agents handling more than two million transactions every year, it was nearly impossible to manually review every conversation to identify what worked and what improvements could be made.

"Anything you do manually takes significant time and has room for human error,"

Said Sabine Harrison, Contact Center Director at Kelsey-Seybold Clinic.

"With so many transactions, it was hard to uncover data in a timely manner and have it be statistically valuable."

Industry

- Healthcare

Challenges

- Manual Quality Assessments
- Improve agent coaching
- Optimize patient call outcomes in real time

Solution

- CallMiner Eureka: Analyze, Coach, Alert

Results

- Improved patient experience
- Increased adherence to compliance requirements
- Real-time agent guidance for increased accuracy

Kelsey-Seybold Clinic's primary goal is to optimize the patient experience through patient touch points. To deliver on this promise, they needed a unified platform that supported every agent, ideally with a single vendor that could be a real partner, offering strategic guidance and support from implementation onward.

Solution: A Phased Approach to Speech Analytics

Automated Actionable Insights from CallMiner

Kelsey-Seybold Clinic selected CallMiner Eureka, a conversation analytics platform, to gain greater insights into patient experience, call performance and agent performance. With CallMiner, Kelsey-Seybold can now automatically analyze 100% of patient/staff phone-based interactions to gain timely actionable feedback and guidance.

This includes understanding if patients are struggling to book appointments, if they unknowingly need medical attention and more, and then using those insights to direct staff in real time to better support patients in the moment and deliver better outcomes.

"This is the number one thing we wanted; something automated to understand the patient experience in a faster and more accurate way. Before CallMiner, we were doing patient surveys and manual quality assessments, and that just doesn't offer the same level of actionable insights,"

Said Harrison.



Kelsey-Seybold Clinic implemented CallMiner to provide deep insights and understanding into the patient experience through post-interaction analytics.

What was formerly a manual process is now automated through CallMiner, allowing Kelsey-Seybold to gain truly meaningful results they can take action on to drive business improvements.

The post-interaction analytics were so well received that 14 months later, Kelsey-Seybold rolled out real-time monitoring with CallMiner Alert to help the contact center improve conversation accuracy and in-the-moment action.

Results

Post-interaction analytics improves the patient experience

Patient experience is not just how an employee or contact center agent interacts with a patient; it's also about the patient's process of getting to what they want. CallMiner enables Kelsey-Seybold Clinic to receive an automated post-call report that applies to every conversation, offering truly meaningful and actionable insights.

By leveraging CallMiner's post-interaction analytics, Kelsey-Seybold Clinic can more effectively identify specific keywords or trigger words that drive escalations. The post-interaction reports offer deeper insights into what needed to be addressed as a result of those keywords or phrases. This helps the Clinic determine if they need to coach the agent for future conversations or if there is a process issue that makes it hard for the patient to get to the end result.

"CallMiner helps us ensure our patients aren't encountering unnecessary hurdles and are getting what they need," said Harrison.

Additionally, since Kelsey-Seybold receives 22 unique types of calls within the contact center, all of which operate very differently, it is important to accurately measure success. CallMiner Eureka provides Kelsey-Seybold Clinic the flexibility to adjust performance scorecards to accommodate the different types of calls they receive. Agents are trained to understand the call scorecard across five key metrics as it relates to those unique call types: politeness, empathy, ownership, speech understandability, and percentage silence.

Real-time monitoring improves accuracy

Accuracy in any industry is important, but it's a compliance requirement within healthcare. Accuracy plays a vital role in the patient experience because it could directly impact the patient's life.

"CallMiner", "Eureka", "Eureka!", "Eureka Analyze", "Eureka Coach", "Eureka Alert", "Eureka Redact", "Eureka API", "MyEureka", "MyEureka", "EurekaLive", the "CallMiner Eureka" logo, the "CallMiner MyEureka" logo, THE "Illuminate" logo, the "CallMiner EurekaLive" logo, "Listen to your customers. Improve your business.", "Feedback Is A Gift", "Listen", "Engagement Optimization", the "Engagement Optimization" logo, and "EO" are trademarks or registered trademarks of CallMiner, Inc. in the United States and foreign jurisdictions. Other product names mentioned herein may be the trademarks of their respective owners.

"In a healthcare environment, accuracy, and specifically ensuring that you're providing the right level of service, is highly critical,"

Said Harrison.

"CallMiner lets us enable our agents with real-time guidance to draw attention to what's actually happening. This helps us encourage and drive active listening skills, while also guiding the agent to take appropriate action"

For real-time feedback, agents are trained to recognize the benefits and to see the feedback as an opportunity to take full control over the conversation. For example, if a patient is calling to schedule a regular appointment, but mentions having chest pain, the agent can be prompted to immediately and appropriately route the call to a nurse for the patient's safety.

This doesn't just deliver a better patient experience, it has the potential to save lives.

"Our biggest win was, without a doubt, that we don't need to ask the patient how they feel. They tell you by the way they respond to the agents during interactions,"

Said Harrison.

"It's amazing what you get when you just listen."



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