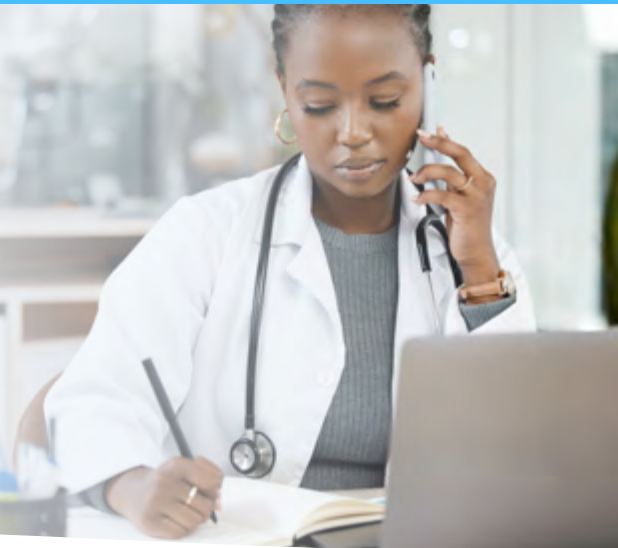




# How a Community-Focused Healthcare Provider Used its Phone System Data to Reduce Abandoned Calls from 30% to 1% and Improve Patient Care



## Client

A Southern California Health Provider

## Industry

Healthcare

## Products/Services:

Comprehensive healthcare for vulnerable populations, including children, seniors, and those facing language or cultural barriers

## Overview

A non-profit healthcare provider in Southern California delivers critical services to vulnerable populations, including seniors, children, and those facing language or cultural barriers. After migrating to a Genesys phone system, the organization faced significant data analytics and reporting limitations, making it challenging to manage its multilingual, high-demand contact center effectively. By integrating Brightmetrics, the contact center gained access to detailed and actionable insights, empowering its team to achieve remarkable results in just six months. These improvements streamlined operations and enhanced the overall patient experience.

## Challenge

This non-profit healthcare provider serves a diverse population across multiple metropolitan areas. Its contact center manages calls in Arabic, English, Spanish, Vietnamese, and Tagalog. Agents are multilingual and must communicate clearly, navigate complex medical terminology, and adhere to regulatory standards while maintaining exceptional call quality and patient satisfaction.

The organization's new Genesys telephone system improved functionality but lacked the granular analytics and flexibility needed to meet the Call Center Manager's goals. For example, the Genesys platform provided only aggregate scores for the 20-question quality assurance (QA) survey, preventing deeper analysis of specific responses. Generating tailored, actionable reports to optimize agent performance and enhance patient satisfaction remained a significant challenge, underscoring the need for a more robust reporting solution.

## Solution & Implementation

Brightmetrics provided the detailed reporting and analytics capabilities the Genesys system lacked, enabling the Call Center Manager to generate actionable insights that improved performance without placing additional pressure on agents. Reports and dashboards created with Brightmetrics are already being shared with team leaders and supervisors across the main call center and satellite offices. By utilizing real-time dashboards and historical data analysis, leadership can monitor key metrics and identify trends to drive data-informed decisions that enhance agent performance and patient satisfaction.

## Outcomes

- ✓ Call abandonment rates dropped from 30% to 1%
- ✓ Adherence improved from 60% to 85%
- ✓ Patient satisfaction rose from 84% to 97%, even with agents managing up to nine calls simultaneously
- ✓ Over 80% of incoming calls were answered within 60 seconds or less

“Brightmetrics has already reduced the time it takes me to produce reports by half.”

Call Center Manager



The organization has also begun rolling out plans to selectively share performance metrics with agents, fostering a culture of continuous improvement while maintaining a focus on quality care. Additionally, the team is working with Brightmetrics to explore ways to expand its impact. One option is to leverage the Real-Time add-ons to integrate live updates into reporting, further empowering teams and improving operational efficiency.

## Results

Within just six months of implementing Brightmetrics, the Call Center Manager and their team achieved remarkable improvements in both operational efficiency and patient satisfaction. By leveraging Brightmetrics' advanced analytics, the team:



Reduced call abandonment rates from a concerning 30% to an industry-leading 1%, ensuring that patients' needs were promptly addressed



Improved adherence to schedules and protocols, climbing from 60% to 85%, while patient satisfaction surged from 84% to an exceptional 97%. These gains were achieved even as agents managed the challenging task of handling up to nine calls simultaneously



Answered over 80% of calls within 60 seconds, a critical metric for delivering timely and responsive care

These outcomes have empowered the organization to better serve its diverse patient population while maintaining exceptional standards for call quality. "Brightmetrics has already reduced the time it takes me to produce reports by half," the Call Center Manager shared, highlighting the time-saving benefits of the platform. Looking ahead, the organization plans to enhance its operations further by developing actionable dashboards tailored for satellite offices and remote agents. Additionally, it aims to implement live updates using the Brightmetrics Real-Time add-on, providing greater visibility into performance metrics and driving improvements in both patient care and agent efficiency.

## Conclusion

Brightmetrics has proven to be a transformative solution for this healthcare provider, enabling them to achieve outstanding contact center performance and significantly enhance patient satisfaction—all while maintaining exceptional call quality. Through its robust analytics, real-time reporting, and seamless integration with Genesys, Brightmetrics equips managers with the tools to optimize agent performance, streamline workflows, and drive impactful improvements across the organization.

For healthcare organizations striving to deliver exceptional patient care and achieve measurable business outcomes, Brightmetrics offers a trusted and innovative partner. Its data-driven approach empowers teams to make informed decisions, improve operational efficiency, and consistently exceed patient expectations.



Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.