



Graham Hospital Optimizes Call Routing and Reduces IT Workload by 60% With Brightmetrics



Industry
Healthcare

Location
Illinois, US

Website
grahamhealthsystem.org

Overview

Graham Hospital, part of Graham Health System in Central Illinois, serves patients across five counties. With over 100 agents handling patient calls, a small IT team of just 10 people struggled with fragmented call management, limited visibility into agent performance, and an overwhelming demand for manual reporting.

By implementing Brightmetrics, the hospital gained real-time insights into call volume and agent activity, enabling supervisors to optimize staffing and improve efficiency.

About Graham Hospital

Graham Hospital serves as the hub of Graham Health System, a network that includes the hospital and 11 Medical Group Clinics in five counties in Central and Western Illinois. With 800 employees, the hospital manages nearly 17,000 calls monthly, primarily inbound patient calls, handled by a team of 100 to 125 agents.

Outcomes

- ✓ 25% fewer call transfers through optimized routing
- ✓ 30% reduction in abandoned calls with better staffing strategies
- ✓ 40% shorter wait times by identifying peak call periods
- ✓ 60% lower IT workload as teams can generate insights independently



“With Brightmetrics, we can monitor call volumes in real time and proactively adjust staffing during peak periods. We’ve reduced abandoned calls by 30% and improved our response times significantly because we can spot trends as they happen and react accordingly.”

Randy Williams, Network Analyst, Graham Hospital

Challenge

Graham Hospital faced two significant challenges in managing its call operations and agent performance:



Lack of a centralized contact center

Call handling was fragmented across different teams, leading to inconsistent performance tracking, inefficient workflows, and increased IT support demands.



Limited visibility into call data

The hospital's Mitel phone system provided only basic reporting, making it difficult to track key metrics like call volumes, agent activity, and performance trends.

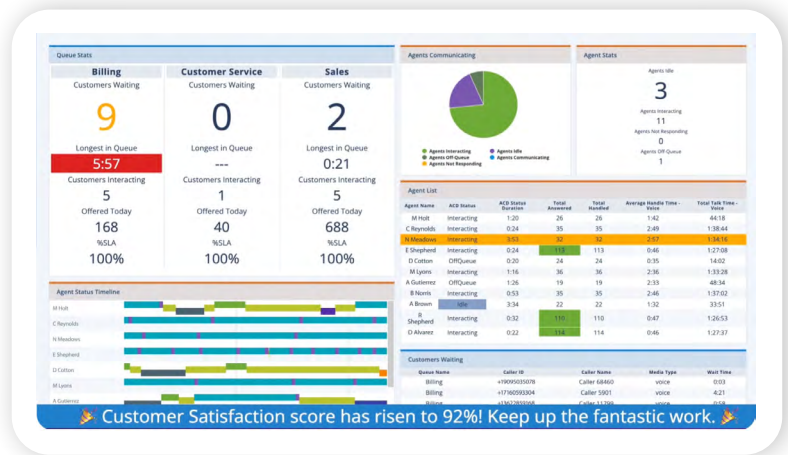
A small IT team of fewer than 10 professionals, including Network Analyst Randy Williams, handled critical tasks such as call routing, agent scheduling, and call volume tracking. However, with limited reporting capabilities, Williams and his team lacked real-time insights to support data-driven decisions. Instead, they relied on spreadsheets—when data was available—creating inefficiencies, delays, and missed opportunities for improvement.

Their primary goals were to give agent supervisors real-time visibility into call performance and to use historical data to allocate resources more wisely. Optimizing staffing and call handling remained a challenge without a reliable way to access and analyze key metrics.

Solution & Implementation

Graham Hospital had recently integrated Brightmetrics into its phone system when Williams took charge. With Brightmetrics' intuitive interface and built-in reporting templates, he quickly became proficient in using the platform. Williams soon generated clear, actionable reports on demand, providing supervisors with dashboards that allowed them to monitor agent performance in real time.

Supervisors initially requested reports on key performance indicators such as call hold times and abandonment rates. However, as they gained more insight, they sought deeper data. In response, Williams developed reports and dashboards that allowed easy access to additional metrics without requiring constant IT intervention.





Results

With Brightmetrics, Graham Hospital now has the data-driven insights to optimize call routing and agent performance—regardless of patient needs or location.

Key improvements include:

30% reduction in abandoned calls

Real-time monitoring enables proactive staffing adjustments during peak periods, significantly improving response times.

25% decrease in call transfers

By identifying and correcting outdated IVR settings, the team streamlined call routing, enhancing patient experience.

40% reduction in wait times

Analyzing peak call times helped optimize agent scheduling, improving efficiency.

60% reduction in IT workload

Supervisors and staff can now generate their own reports, eliminating the need for IT to manually process data requests and troubleshoot call discrepancies.

Beyond improving agent performance, Brightmetrics has also strengthened the hospital's telephony infrastructure. By providing visibility into call queues, abandoned calls, and performance trends, Graham Hospital can maintain a high standard of patient communication despite having no centralized contact center.

Conclusion

Before Brightmetrics, Graham Hospital struggled with limited visibility into critical call metrics, relying on static reports that failed to provide the depth of insight needed for effective management. With dynamic dashboards, real-time monitoring, and robust historical trend analysis, the hospital can make data-driven decisions that improve efficiency, patient experience, and IT resource management.

For healthcare organizations seeking to enhance agent performance and optimize telephony infrastructure, having access to deeper, actionable insights—like those provided by Brightmetrics—can make a meaningful difference.



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.