

University of Maryland Medical Center

Managing the Customer Experience from the First Interaction

CHALLENGES

The University of Maryland Medical Center (UMMC) wanted to provide their customers with an easy way to reach their physicians and services while increasing customer satisfaction with the contact center.

“Our contact center was unable to report the number of calls that were in the queue and the length of time each caller had to wait,” says Linda Ellis, UMMC’s customer relations manager. “We also could not prioritize calls, offer self-service menus, and obtain accurate reports on contact center activities.”

UMMC could not add or update delay messages and the medical center was unable to keep the staff levels adequate to meet the demand. “Another problem the medical center had was determining an accurate call abandonment rate,” says Ellis. “We also wanted to route calls to the appropriate agent using caller identification technology, a disaster recovery plan and the ability to record calls for training purposes.”

“UMMC wanted a state-of-the-art contact center so our staff could provide a high level of service to our callers without hiring additional agents. We chose Syntellect CIM because it had all the features to fill in the gaps in our operation and the solution was flexible enough to grow with our contact center.”

LINDA ELLIS
Customer Relations Manager
University of Maryland Medical Center

SOLUTION

UMMC evaluated numerous products in the marketplace before choosing Syntellect’s Customer Interaction Management (CIM) solution to meet the needs of their contact center. Syntellect CIM manages UMMC’s customer experience from the initial arrival of an interaction through self-service options, multiple queues, and agents, as needed, to the final interaction resolution.



CASE STUDY overview

INDUSTRY
Healthcare

CUSTOMER PROFILE
Founded in 1823 as the Baltimore Infirmary, the University of Maryland Medical Center is one of the nation’s oldest academic medical centers. Located on the West Side of Downtown Baltimore, the Medical Center is distinguished by discovery-driven tertiary and quaternary care for the entire state and region and innovative, highly specialized clinical programs.

GOALS
Provide easy, customer focused access to UMMC physicians and services.
Increase call center customer service and customer satisfaction.
Optimize the utilization of staff.

SOLUTION
Syntellect Customer Interaction Management (CIM)

BENEFITS
Better use of staff and resources.
Accurate reporting to assist with planning.
Higher customer and employee satisfaction.



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With Syntellect CIM, UMMC can better utilize staff and support other departments at the university with their own phone needs. UMMC can now expand their contact center in the future by using CIM’s scalable approach to interaction management.

RESULTS

Since the Syntellect CIM solution was implemented at UMMC, agents are experiencing a higher satisfaction rate from customers. UMMC agents also like Syntellect CIM since they can now view call information prior to taking the call to ensure they are prepared before beginning the conversation.

“When a customer has an assigned agent, the call may be directed to this agent prior to presenting the call to the entire team of agents,” says Ellis. “Speaking with the same agent each time provides the customer with a higher comfort level.”

Syntellect CIM provides a detailed view across the contact center to ensure that staffing decisions are based on the most accurate business metrics available. Accessible via the Web, CIM provides anywhere/anytime access to critical business data to assist UMMC with planning and staffing the contact center.

Ellis explains, “Syntellect CIM’s reporting system provides a detailed analysis of information on all interactions and agents throughout the various stages of the interaction and may be displayed daily, weekly or monthly. This is critical in managing contact centers and forecasting our future operational requirements.”

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

THE BOTTOM LINE

“Syntellect CIM is an excellent product that is very easy to use and we are very satisfied with our decision to purchase this solution. Our Syntellect Project Manager guided us through the selection and design process and was always very patient and willing to make changes or assist us in any way so that the final product would meet our needs and expectations.”

LINDA ELLIS

Customer Relations Manager
University of Maryland Medical Center



VOICE



EMAIL



WEB



FAX



TASK

For contact information visit www.syntellect.com