

Cleveland Clinic

Providing Top-Notch Care With Advanced Mission-Critical Communications

The Challenge

Cleveland Clinic is highly regarded for its excellence in care and innovative practices. Yvonne Parker, Manager of Cleveland Clinic Health System (CCHS) Call Centers, wanted to ensure the large operator group had the right tools and processes in place to support the organization's mission using the latest technology. She began the search for solutions that would enable the call center staff to eliminate redundant effort and use automation wherever possible to provide exceptional caller service.

The Solution

After evaluating its options, the call center team selected Amcom Software to provide its communications backbone. This included an integrated system consisting of Smart Console operator consoles, Smart Web online on-call scheduling, and Smart Speech voice recognition directory. All applications pull information from a single database to ensure consistency and accuracy, as well as ease of administration.



The Smart Speech operator consoles direct operators through important tasks with easy-to-use screens that include all the information needed to process communications efficiently and effectively with just a few keystrokes. This includes automatic displays of incoming calls, single-button call transfers, conferencing, and speed dialing. Operators can quickly and accurately perform directory searches and code calls, as well as messaging by individuals, groups, and roles.

Parker's team also selected Amcom's automated greeting system to help operators minimize voice fatigue with pre-recorded welcome phrases. Operators also use call parking functionality to enable staff to learn the nature of a call prior to accepting it or returning it to the operator group for a message.

Smart Web gives Cleveland Clinic online directory and on-call scheduling capabilities so any member of the organization with the proper login information can make updates. This helps create an enterprise with accurate, up-to-date contact information and communications preferences. Cleveland Clinic's various departments can now perform on-call scheduling tasks without running everything through the call center.

Overview

Cleveland Clinic, located in Cleveland, Ohio, is a nonprofit multispecialty academic medical center that integrates clinical and hospital care with research and education.

Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion, and innovation. U.S. News & World Report consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey.

Industry

Healthcare

Business Drivers

- Simplify the on-call scheduling process
- Reduce call volumes for operator group

Amcom Solution

Smart Console™ operator consoles
Smart Web™ online on-call scheduling
Smart Speech™ speech-based directory

Results

- Enhanced service to all callers, both internal and external
- Reduced dial-zero calls to operators by 75 percent
- Eliminated paper-based on-call schedules with online access and updates

Finally, the Smart Speech system provides Cleveland Clinic callers with an automated method of connecting routine phone requests including directory assistance and messaging— independently of a live operator and with more ease of use than touchtone software.

The Results

According to Parker, the Smart Web on-call scheduling application took her primary call center team from paper to automation with minimal stress and provided authorized clerical staff with unlimited immediate and future scheduling capabilities.

“The application not only pleased the operators—who no longer needed to rely on a 15-page document—but it also provided physicians and other hospital staff access to needed information via Web browser with or without operator support. This was a major bonus during low staffing and after-hour periods,” she said.

Operators are always prepared to support in-house callers such as visitors, nurses, and physicians who need to reach a patient or have other critical needs. However, in today’s busy inbound hospital call center focused on patient-first productivity, getting the front door open as rapidly as possible is the primary objective. Parker said Smart Speech has improved the organization’s ability extensively in this area.

“It has been said that questing stimulates creativity, can lead one toward a bright future, and make a call center manager’s dreams come true,” Parker continued. “I admit part of that remark is a bit of a stretch, I know, but Smart Speech has improved dial-zero calls to the operator by 75 percent.” That was no small thing given the fact that before Smart Speech, the operators processed 55,000+ dial zero calls monthly. Ongoing tuning for new names and phrases keeps the rate of properly connected calls high despite changes in staff members or other frequently requested information.

A lot of callers are not people who need the support of an operator. “Many callers are staff who think for some reason that operators are their personal secretary. We all know that is not true,” Parker said.

In summary, Parker said she has always admired great thinkers such as Nobel Laureate Arno Penzias, and her favorite, Albert Einstein. “It was Einstein who said “If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question; I can solve the problem in less than five minutes,” she said. “The Amcom team always knows the right ‘what if’ questions to ask, and they go to work developing and improving on the answers. The answers have helped the call center management team to provide best-in-class services to our customers via Smart Console, Smart Speech, Smart Web, and other applications.”

“Asking the right questions can simplify call center management in that managers can acquire the precious dollars needed to add Amcom applications and middleware that can be used to improve call center productivity and enhance critical patient care services,” Parker said.

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