



# Acqueon Case Study

## LCM for Cisco UCCE

### Proactive Engagement in the Healthcare Sector

Companies in the health care space, particularly hospitals and large hospital networks, are increasingly adopting strategies around proactive customer engagement. These strategies help improve customer experience and operational efficiency; ultimately leading to increased revenue. Many of these companies look to deploy Cisco collaboration technology to execute on their communication strategies both internally and externally. In regards to proactive engagement, Cisco relies on Acqueon as its go-to partner for advanced proactive engagement solutions.

Acqueon worked with Cisco to deploy a new communications infrastructure for a Fortune 500 hospital network based on the east coast. This hospital network manages over 200 locations employing more than 60,000 workers.

#### The Premise

The hospital network approached Cisco and Acqueon looking to replace their existing Televox (now West) outbound platform with Cisco UCCE and Acqueon's LCM list and campaign management solution. With the extent of their existing outbound activity, they had specific requirements:

- Manage multiple contact channels across a single customer record
- Handle a large volume of calling lists
- Execute a large number of outbound campaigns simultaneously
- Execute automated IVR campaigns
- Operate without significant administration overhead



## Objectives

One of the main objectives of their customer engagement strategy was to increase appointment adherence. This would be done with appointment reminders sent to patients via multiple channels of contact. These reminders would be specific and detailed for each hospital and clinic managed by the hospital network. By serving these reminders via IVR and 2 way SMS, the hospital network would be able to confirm a significant number of patient appointments and reduce the number of no-shows. The hospital network would also send reminders and notifications to patients about upcoming contract expirations and medication refill approval and availability. Along with personalized reminders and notifications, the hospital network would also leverage Acqueon's LCM to target certain patients for promotion of their free mammogram program.

The hospital network had goals for the internal operations of their contact center as well. They sought to improve agent per-call performance and reduce idle time, which LCM would help them achieve. They also sought the Cisco/Acqueon solution to provide advanced reporting around outbound campaigns for better insights on performance and results.

## The LCM implementation

The hospital network would implement LCM for 20 blended, inbound/outbound agents with the additionally capacity for 50 agents. The system would also have the capability to scale to 200 outbound agents with relatively little work. In addition to IVR and agent outbound functionality, the hospital network also opted to include SMS (one way and bi-directional) and email capabilities offered with LCM. All of this was configured and deployed for high availability with active/active LCM servers located in separate geographic locations.

## The Outcome

With the successful implementation of Cisco UCCE outbound and Acqueon LCM, the hospital network was able to unify their communications within a tightly integrated Cisco platform. The functionality provided by LCM allowed the hospital network to seamlessly execute their planned proactive engagement strategy. Additionally, during the engagement with this hospital network, Acqueon had assessed their goals and advocated for a multi-channel strategy. These newly adopted email and SMS capabilities allowed the hospital network to execute more granular strategies based on individual customer scenarios. This ensured each communication was delivered in a timely manner, via the most appropriate channel. Overall this implementation allowed the hospital network to improve their customer engagement operations, enhance internal communications efficiencies and ultimately, gave them a competitive edge in the health care market.