

Healthcare Services Company Makes Smooth Transition to Cloud IVR

Case Study

Situation: Tough Transition Needs Helping Hands

When a healthcare managed services company wanted to migrate its existing contact center telephony system to a new solution, the task sounded much easier than it was in reality. With 1,800 different phone numbers and more than 70 call flows with multiple languages and back-end data requirements, the job quickly became complex. Adding even more pressure was the fact that the company needed a seamless transition that maintained both service levels and call reporting accuracy, which was critical for billing purposes.

When the healthcare executives reached out to their new cloud IVR solution vendor asking who could map out their transition, EPIC Connections was the answer. As a certified implementation partner, EPIC was selected because it had extensive experience working directly with the IVR technology company and also because EPIC's industry veterans demonstrated expertise and best practices in call flow design.

"If this had been a simple operation with 10 or 20 phone numbers to migrate, the client could have done this themselves, but the scope of this project was significant. They didn't have the dedicated staff needed to manage so many moving parts," explained Dan Dineen, Senior Consultant, EPIC Connections. "While the IVR technology company was tasked with performing the actual implementation, EPIC was tasked with creating a detailed requirements document that would act as the master transition plan and migration map to follow."

Solution: Mapping 1,800 Phone Numbers and Flows

EPIC consultants spent the first six weeks documenting existing systems and service requirements into a formal business requirements document that mapped functional and technical processes into a blueprint for development. Of critical importance was preserving the exact billing codes, including the report filtering capabilities, and ensuring agents had the correct "read outs" which guide them in understanding the proper database and call script to use based on each call type. Updates and changes to the call flows and scripts were also implemented, layering in additional changes to track. Each week the team had 25+ changes to manage prior to implementation, and the call handling instructions changed consistently during the migration.



INDUSTRY: Healthcare

SERVICES/PRODUCTS: Consulting

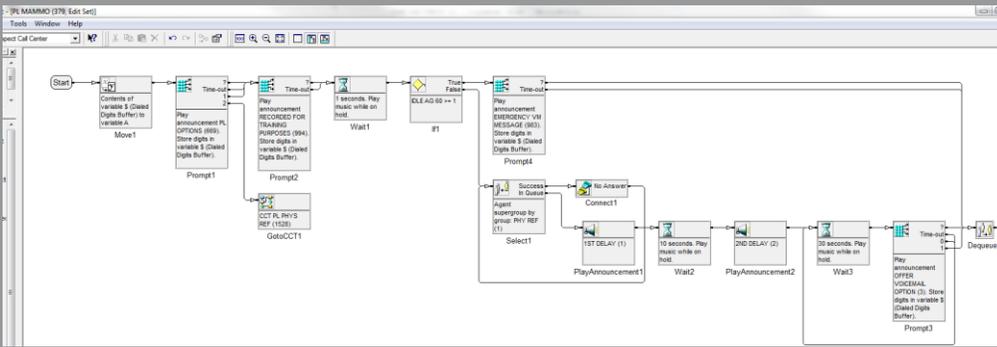
METHODOLOGY: Assess, and Design

SOLUTIONS: Business requirements document and continued support throughout implementation

Transitioned
1,800 phone
numbers to
a cloud IVR
system in
12 weeks

Planning, tight team collaboration, change control, and precision in information management were of utmost importance. The consultants met daily on these focal points and weekly with the client to ensure each step of the process was meticulously managed and tracked. A spreadsheet helped the team maintain an accurate inventory of toll free numbers migrating over, along with their corresponding readout information, related call flow, and messaging requirements.

With the number of phone numbers and the complexity of the operation, the consultants couldn't move everything at once. They had to break it down into phases, transitioning only small groups of call flows and agents at a time. As the blueprint was shared with the IVR technology team, EPIC continued to provide support, sharing responsibility in overseeing the quality and accuracy of implementation.



Call flows such as these played an important part in keeping the phased implementation in sync

Results: Seamless Transition without Interruption

After 12 weeks, migration was complete, and the project was deemed a success. EPIC's requirements document provided clear models for the implementation team to follow. As a result, reporting systems maintained correct billing data as each call flow cut over to the new cloud-based IVR system. With no service downtime, the healthcare company was able to preserve the customer experience throughout the project. Best of all, executives were able to perform a timely transition without significant impact on their team and capitalize on new technology investments.

"The client repeatedly told us that they couldn't have done this without us. From a staff assistance and knowledge perspective, EPIC was instrumental in helping the client's contact center bridge the technology and operational gap, designing a seamless migration plan that accurately captured and communicated the functions of their complex service operations," added Dineen.

No service interruptions and no losses in critical billing data