

New contact center technology helps the Clinique Saint-Jean to dramatically improve its customer service



With an upgrade to Atos Unify OpenScape 4000 and implementation of a centralized Atos Unify OpenScape Contact Center, the Clinique Saint- Jean found a telephony solution to meet the needs of both patients and general practitioners. In addition, the ability to analyze all call data allows for better identification of patient profiles and more efficient deployment of staff.

The Task:

The Clinique Saint-Jean's medical secretary staff had to handle multiple tasks at once, including managing patients arriving for appointments, and phone calls for information and appointments from both patients and doctors. At times they were unable to maintain an acceptable response time for their phone calls. As a result, one in two calls went unanswered. In addition, administrators did not have a call forecasting or measurement tool, which made it a challenge to prepare for activity spikes, such as on the day following a holiday.

The Solution:

- OpenScape 4000 and centralized
- OpenScape Contact Center with skills-based routing to streamline call management and manage staffing based on the analysis of call data.
- Interactive voice response (IVR) module to guide calls through the contact center and direct any medical questions to the relevant hospital service.
- Number recognition to route doctors' calls to a separate flow.
- Integration of text messaging to send reminders and preparatory information, as well as online requests for reminders. Intelligent call routing to ensure callers are connected to an appropriate member of staff.

The Benefits:

The OpenScape solution allowed medical secretary staff to reduce the number of unanswered calls to 13% in 2015 (a significant reduction from the previous 50% unanswered call rate in some services). The contact center has set the goal of limiting the number of lost calls to a maximum of 5%, with a service level of 70-30 (70% of calls are answered within 30 seconds). Data analysis enables staffing levels to be based on anticipated call flows. A survey showed that satisfaction levels regarding call services increased significantly, for general practitioners as well as patients. Clinical services staff can concentrate on their medical tasks, knowing that pertinent calls will reach them and contact center agents, working in a pleasant environment, are able to address each caller in an appropriate and friendly way through skills-based routing. The Clinique Saint-Jean has also been recognized as illustrating a measurable common way of work and best practice.

'Triple win' with OpenScape Contact Center

Keeping the focus on people is a priority for the Clinique Saint- Jean. With a combined total of 558 beds, the three sites of this 800 year old, bilingual hospital offer quality care to the inhabitants of Brussels. The hospital's values are respect, quality and collaboration. Dr. Benoît Hermans, the Clinique Saint-Jean's Managing Director, emphasizes the role that technology plays in this approach: "The OpenScape Contact Center is an example of how technology helps us to work more efficiently and to focus our efforts on the individual and human dialogue at the same time."

Leading the major improvements to the Hospital's communications system was Marie De Vos, Patient Administration Coordinator. "Typical contact moments always converge in a hospital: patients calling to make an appointment or asking for information, doctors calling to inquire about a patient,

and patients presenting themselves for appointments or admission," she explains. "Working under these busy circumstances, the hospital's medical secretary staff didn't always have enough time to process the requests of patients and doctors, and more than one out of two calls was not being answered - an unacceptable situation for the Clinique Saint-Jean."



"The OpenScape Contact Center exemplifies how technology helps us to work in a more efficient way, while focusing on the individual and human dialogue."

Dr. Benoît Hermans,
Managing Director

OpenScape upgrade offers solution

Upgrading its telephony system to Unify's OpenScape 4000 solution proved the way to meet the Clinique Saint-Jean's needs. Marie De Vos outlines the advantages: "Implementing the OpenScape Contact Center solution allowed us to transfer the calls that did not relate to medical expertise from the medical secretary staff to a contact center. At the same time we developed our calendar management, enabling our contact center agents to accurately schedule appointments. Thanks to the new Unify technology, we are now able to monitor agents and calls. On average, the medical secretary staff managed to reduce the number of unanswered calls to 13% in 2015, while the contact center reached its goal of losing a maximum of 5% of calls, with a 70-30 service level, meaning that 70% of calls are now answered within 30 seconds."

"At the moment, we receive about 250,000 calls per year," Marie De Vos continues. "The telephone numbers of the medical secretary staff are now connected to an IVR module. The appointment scheduling option leads calls to the contact center, while any medical questions go to the medical service that was called. The OpenScape solution recognizes the phone numbers of doctors, putting these in a separate flow, ensuring their needs are met effectively. We plan to add an IVR feature to our general number as well, for faster referral to the right contact person. One of our goals is to end up with one single contact number." A followup survey showed that satisfaction about call reception has increased considerably, for doctors as well as patients.



"The big advantage of big data management: it helps us to better define and identify our customers' profiles. We recognize our peak moments and are able to adjust human resources to patient needs and expectations."

Jeremy Vanhuysse,
Telephony & Contact Center Manager

A new management culture

The contact center introduced a new management culture that makes more use of the collection and analysis of data. "We were not used to measuring our communication. Today, we know exactly what happens and when. Contact center team leaders can review results and follow up activities online. They are able to work in a very proactive and at the same time reactive manner. It allows us to adapt staffing according to the call flow," says Marie De Vos. "Balancing the budget plays a role as well. A Tuesday following a holiday, for example, should actually be counted as a Monday, requiring more agents at work. Before, it was considered a regular Tuesday and peaks in call activity were often unmanageable," she says. "The advantage of big data management is that it helps us to better define and identify our customers' profiles," says Jeremy Vanhuysse, Contact Center Manager. "Being able to assemble patient profiles from hundreds of thousands of calls offers numerous possibilities to adjust our infrastructure and human resources to the needs of our customers."

Making appointments online

Text messaging is integrated into the global contact center project as well. Patients receive a reminder by text message 72 and 48 hours before their appointment, and in psychiatry another reminder an hour in advance. It is complemented with useful information about their visit or stay. For example, in connection with the agenda that has been used and the doctor involved, the system will inform the patient if any particular examination will be performed and whether it requires any preparation such as fasting. Since the launch of the new Clinique Saint-Jean website - at the end of January 2016 - patients are able to request reminders online. The contact center strives to respond within four working hours. From the end of 2016 on, doctors will be able to schedule appointments themselves via a secured login.

The OpenScape Contact Center is a triple win project, according to Jeremy Vanhuysse. "Patients and doctors are very enthusiastic about the highly-accessible reception today, and clinical services can focus on their medical tasks, knowing that any pertinent calls will reach them," he says. "Finally, contact center agents work in a pleasant environment, and are able to address every single caller in an appropriate and friendly manner."



"The contact center relieved the pressure felt by our medical secretary staff and has achieved a 70-30 service level: 70% of calls are answered within 30 seconds."

Marie De Vos,
Patient Administration Coordinator

About Atos

Atos is a global leader in digital transformation with 110,000 employees in 73 countries and annual revenue of € 12 billion. European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos|Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us

atos.net

atos.net/career

Let's start a discussion together



For more information: unify.com

Atos, the Atos logo, Atos|Syntel, and Unify are registered trademarks of the Atos group. July 2020. © 2020 Atos. Confidential information owned by Atos, to be used by the recipient only. This document, or any part of it, may not be reproduced, copied, circulated and/or distributed nor quoted without prior written approval from Atos.