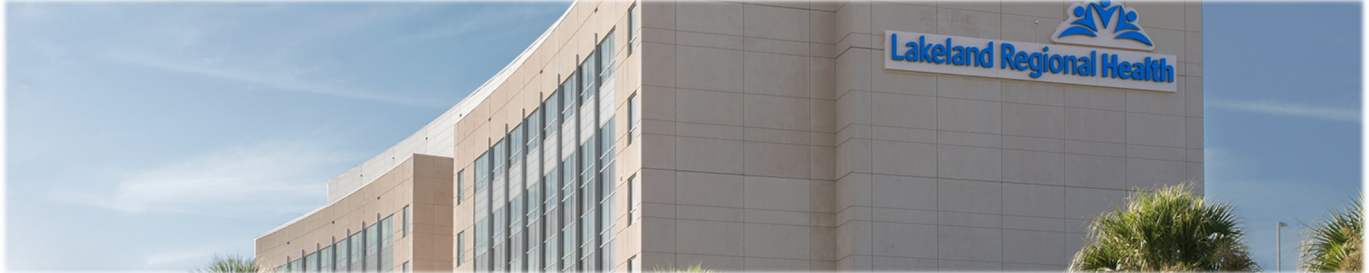




Lakeland Regional Health Keeps Call Center Running at a High Level of Performance with OnTraQ

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EXECUTIVE SUMMARY

CUSTOMER PROFILE

Customer: Lakeland Regional Health

Industry: Healthcare

Website: myLRH.org

Mission: Deliver the best outcomes and safest care by placing people at the heart of all they do. Improve lives every day by promoting wellness, education and discovery.



Lakeland Regional Health®

BUSINESS CHALLENGE

- Gain visibility into real-time call center activity and performance
- Understand trending and historical call volumes
- Evaluate agent performance

SOLUTION

OnTraQ Advanced Call Center Analytics

BUSINESS RESULTS

- Real-time dashboard for queue statistics, answer performance and agent status
- Significant reduction in abandon rates
- Customized alarms
- Automated e-mailed reports

BACKGROUND

Lakeland Regional Health (LRH) has provided more than a century of service to communities across Central Florida. The not-for-profit institution provides a wide range of inpatient and outpatient healthcare services at its Medical Center, Hollis Cancer Center and ambulatory care locations. Lakeland Regional Health Medical Center has 864 beds and operates the Jack and Tina Harrell Family Institute for Advanced Cardiovascular Medicine; a Level II Trauma Center; the Carol Jenkins Barnett Pavilion for Women and Children, which includes a Level III Neonatal Intensive Care Unit; and the Bannasch Institute for Advanced Rehabilitation Medicine. The Medical Center has the busiest single site emergency room in the United States.

Call Center Operations

When Ryan Mace stepped into his new role as Manager of Medical Call Center Services at LRH, he did not yet have all the tools and visibility he wanted to optimize and manage his call center. He launched a search to find the right solution to support his environment:

- ◆ Four queues, including high priority “code line” for responding to all types of clinical and safety codes throughout enterprise
- ◆ Twenty-one agents staffed 24/7/365
- ◆ Average call volume of 5,000 calls/day

LAKELAND GETS ONTRAQ

After his evaluation of the solutions available, Mace selected OnTraQ. “I like the simple, consolidated displays,” stated Mace. “The simple views are superior to other systems. The OnTraQ historical reports provide the exact information I need at a quick glance. And, if I need more detail, I just have to click on a button.”



Real-Time Dashboard

In addition to the OnTraQ Agent and Queue Status dashboard running on desktop monitors for Mace and his team leads, the dashboard is displayed in the call center so all agents can see the real-time status of the queues and the availability of agents to answer calls.

From the agent display, the supervisors can quickly see which agents are on calls, available to take a call or on break. With the click of a mouse, the supervisor can change the agent state or even log the agent off after the shift.

By using customizable alarms, the dashboard includes colors to clearly highlight conditions that exceed thresholds—such as percent of calls answered within service level for a queue or agent’s break time.

Real-Time Life of Call

Another key tool for Mace is OnTraQ's Life of Call. "I am always looking at the Life of Call screen for a variety of reasons. I can confirm calls to given extensions, isolate specific call activity, track down misrouted numbers, determine if an agent is having technical difficulties and see the timestamp of a call to pull up the call recording," Mace explained. This level of detail has led to a more efficient staffing model.

Complete Visibility with Historical Reports

Mace relies on OnTraQ's historical reports to provide visibility into trends and performance for both agent activity and caller experience. For instance, the management team can quickly compare statistics among agents—such as calls received, abandon rates, talk times, number of non-ACD calls, availability percentages and more. Thresholds for agents are set, and it is very simple to see how the team is adhering to metrics such as less than 10% unavailable time.

The main driver for purchasing a call center analytics solution was to optimize customer experience. OnTraQ's Service Group (or Queue) reports delivered the key performance indicators Mace and his team needed to have a significant positive impact on operations, such as driving down a double-digit abandon rate to less than 5% on high demand days.

Mace appreciates the flexibility to create and view a report online anytime, but counts on the automatically scheduled emailed reports to be in his inbox waiting for him to review the daily, weekly and monthly results, respectively.

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Easy to Use, Easy to Maintain

The concise and simple metrics may have sold Mace on OnTraQ in the beginning, but he says the ongoing ease of use and maintenance continue to impress him. OnTraQ automatically imports configuration data from the OpenScape 4000 so he doesn't have to spend hours or days manually configuring or modifying his system as changes occur within the call center. Plus, OnTraQ's point-and-click reporting tool makes creating and managing those real-time displays and historical reports quick and easy.

SUMMARY

In partnering with Impact Technologies, Lakeland Regional Health took its challenge of optimizing a fast-paced contact center with no analytics and deployed OnTraQ advanced contact center analytics. The complex problem had a simple answer. "Simply stated," Mace concluded, "OnTraQ does a great job for us."



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