

Deploying digital capabilities to transform customer experience for a leading global healthcare organization

HCLTech modernized a healthcare
organization's contact center technology
to transform its customer experience

One of the world's leading global healthcare organizations was looking for a partner that could help in modernizing and managing its contact center technology infrastructure. In HCLTech, they found a trustworthy partner that helped them manage service level expectation of its different lines of business and assist in the consolidation and modernization of the organization's disparate contact center platforms.

The Challenge:

Deploy a predictive support model and assist in aggressive transformation of the contact center technology infrastructure

This leading global healthcare company serves a large population including its customers and employees. They wanted to ensure effective load distribution across global delivery centers to support their 'follow-the-sun', 24/7 availability model, provide support in regional

language, and develop new customer journeys and experience transformation for their users. Their disparate set of technology platforms and a reactive, rather than proactive, operating model made it difficult to achieve their goals.

The Objective:

Deliver a flexible, round the clock AI driven support system

The client wanted to ensure an operating model that was built on the foundation of automation and supported predictable outcomes. Simultaneously, they wanted a technology

partner who would bolster their transformation initiatives with its competency and experience offered in a very flexible delivery model.

The Solution:

Deploy digital capabilities to ensure a predictive tech system

HCLTech offered a modern service delivery platform infused with AI capabilities to deliver a proactive and predictive operating model that would optimize transformation efforts at scale. It also provided FluidCC expert competency through resources embedded into the client's global engineering team to support the journey to cloud and drive experience transformation initiatives. The solution led to service support for 3500 global agents, provided by English and Japanese speaking teams who take care

of day-to-day operations as well as enhancement requests. This approach also led to the development of new customer journeys and experience transformation using digital capabilities, such as visual assistant and multi-lingual Interactive Voice Response (IVR). Regionalized service delivery model through three NOCs across the globe further ensured automated monitoring to deliver consistent customer experience.



The Impact:

Transformed customer experience with a redefined tech architecture

The client is now able to drive its agile transformation strategy at scale and leveraged HCLTech competencies and POC infrastructure to positively impact its business. The client has achieved a flexible, round the clock, and AI-driven support that can predict and prevent incidents. This model has resulted in a 20-25% reduction in tickets through a unified automation layer. Its service level availability has also

reached 100%. By working with HCLTech, the client adopted a shift left strategy, which enabled L1.5 with executable workflow and SOPs to improve FCR by 20%. With its much improved steady state operations and scalability concerns addressed, the client is rapidly leveraging the new operating model to focus on experience transformation across its lines of business.

For more information, please write to us at Contact.FluidCC@hcl.com