HAMMER
an Infovista Business

INFOSHEET

EMPOWERING HEALTHCARE PROVIDERS TO DELIVER A CONSISTENT AND QUALITY CX

OPTIMIZE CUSTOMER SERVICE IN A DIGITAL WORLD

Healthcare companies face several challenges in this increasingly digitized world, from the need to upgrade legacy contact centers and technology to drive improved agent performance and customer satisfaction, as well as increased security risks and growing compliance demand. While navigating these challenges, healthcare companies also need to address an overarching challenge: to smoothly innovate customer experience in a world characterized by "business unusual."

PAIN POINTS HEALTHCARE COMPANIES FACE

Costly & Time-Consuming Manual Testing

Frequent manual testing and ongoing monitoring of your complex systems take much time, effort, and resources. Because it isn't feasible to place thousands of test calls across a variety of scenarios manually, this method risks leaving some scenarios untested or prone to human error.

Maintaining Compliance & Security

Ensuring compliance is time-consuming and requires significant resources. It's very challenging to ensure that your contact center is fully compliant with federal regulations, effectively protecting sensitive data, and ensuring agent access to accurate and timely customer information. Any misstep could lead to costly fines and legal liabilities.

Open Enrollment Revenue Generation

Each year, massive spikes in call volumes associated with open enrollment can lead to longer customer wait times and a surge of self-service contacts, including chatbots that can help triage inquiries. This period of time stretches the capabilities of your contact center and relies heavily on stretched customer service resources to handle peak demand. Proactive load testing is necessary to be confident that no call goes unanswered.

Cloud Migration & Technology Upgrades

Most Healthcare companies acknowledge the need to upgrade their technology in order to effectively scale their operations to proactively mitigate outage events and maintain or improve metrics such as **calls per second** and **average speed to answer**. Additionally, with multi-vendor solutions becoming the norm, the risks for integration problems between technologies is increasing. These innovations require comprehensive and thorough testing in order to be launched with confidence.

Increased Frequency of Network Outages

Frequent outages delay and disrupt services, causing customer frustration, dissatisfaction, and churn. They can also impact compliance and regulatory response times, data security, brand reputation, and revenue as customers potentially switch to a competitor.

INSIGHTS

We surveyed contact centers in the Healthcare sector. Here's what they had to say:

- **67%** say contact volumes are rising beyond their capacity to handle them
- **63%** say the frequency of outages has increased in the last 12 months
- **70%** say that aging on-premises legacy technology systems are holding back their ability to innovate
- **80%** say that customer churn is on the rise
- **80%** say that they have experienced challenges around the voice quality of home-based agents in the last year
- **72%** say **average speed to answer** has increased compared to the last 12 months
- **66%** say **call abandonment rates** have increased compared to the last 12 months

AN AUTOMATED SOLUTION

Automated testing simulates hundreds of thousands of calls to a contact center in a way that is not feasible with manual testing. It offers an end-to-end solution, meaning every part of the customer journey is tested – efficiently and cost-effectively.

It can be deployed during development, when new infrastructure or software is introduced, and once both are tested and live. It's equally effective and valuable any time changes are introduced to any part of the customer journey by anyone in the contact center or a third-party vendor.

HOW HAMMER CAN HELP

IMPROVE CX, CSAT, AND REDUCE CHURN

Automated end-to-end testing provides a discrete means to test voice quality and related bandwidth issues, particularly for home-based agents, helping contact center leaders optimize consistency across agents. This consistency leads to higher voice quality, fewer dropped calls, and an overall better customer experience, thus reducing customer churn.

COMPLIANCE AND SECURITY

Being able to scale at a moment's notice and test the full customer experience, including edge cases, allows contact centers to be confident that they are maintaining compliance with industry regulations and avoid hefty fines.

UPGRADE LEGACY TECHNOLOGY SYSTEMS

Avoid downtime, costly fixes, and impacts to CX by thoroughly testing and validating new technology systems before they go live. Monitor real-time contact center performance and make the necessary adjustments to ensure that the system is running at peak efficiency.

MINIMIZE THE IMPACT OF UNPLANNED DOWNTIME

Hammer's testing and monitoring solutions allow you to take corrective action before an outage occurs. This can prevent a more significant impact on emergency response capabilities, save valuable time, and allow healthcare companies to restore services more quickly.

TAKE OWNERSHIP OF THE CUSTOMER EXPERIENCE

In complex, multi-vendor contact center environments, CX problems often lie in the interaction between different vendors' products, and it can be impossible for any one vendor to pinpoint the problem's source. By owning the testing of the end-to-end solution, Healthcare companies can resolve interoperability issues that cost money and cause outages.

IDENTIFY AND RESOLVE SERVICE DELIVERY ISSUES

With Hammer's real-time monitoring, load testing, and troubleshooting capabilities, contact centers can more easily identify where improvements must be made to minimize problems before they impact customers.

TECHNOLOGIES WE TEST

Amazon Connect, AVAYA, cisco, Five9, 8x8, GENESYS, NICE CXone, NUANCE, RingCentral, talkdesk, Mitel

HAMMER FREE CX BENCHMARK ASSESSMENT

Take advantage of a free 7-day baseline assessment. Get detailed insight into the performance of your contact center to identify and fix issues that could lead to non-compliance. Access it here

About Hammer

Hammer, an Infovista business and global leader in network and service testing, performance monitoring, assurance, and analytics, provides customer experience assurance solutions across two market categories: network and service performance monitoring, assurance, and analytics for Communications Service Providers (CSPs), and automated customer experience testing and monitoring for Enterprise Contact Centers. Many of the world's leading CSPs and Enterprises depend on Hammer solutions every day to increase customer experience, service performance & quality and revenues, whilst reducing operational costs and customer churn.

For more information, visit **www.hammer.com**

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