



Cronus Multi-Speciality Hospital **Case Study**





Cronus Multi-Speciality Hospital

Company profile

- Established in 2012, one of the premier Hospitals in Delhi is located at Chattarpur
- It has become a one-stop destination for patients from Delhi and neighboring locations
- Their focus has always been on delivering excellent patient care in a secure manner during the troubled covid times
- Patient testimonial – “It was a good experience...definitely recommend for others too...my problem was totally resolved and satisfactory too”

The Challenge

The pandemic had altered the business communication scenario in hospitals

- Proliferation of communication channels used by patients, doctors and hospital staff
- Collecting, aggregating and analyzing patient information in a short time was becoming increasingly difficult
- Without complete patient data that can be accessed anytime, a correct prognosis and treatment plan could not be quickly implemented
- There was a heightened anxiety in getting to the correct doctor at the first go – patients were getting impatient

Some of the issues faced by the team were:

- Team members could not maintain a track records of the calls
- There was no facility for recording calls
- The doctors mobiles which were being used in the interim had no information of missed calls
- The patient was unaware that they were dealing with a professional hospital – as the Cronus Identity with a specific number was missing

The Solution

Delivering a superior patient experience in a professional and secure way

CloudConnect Mobile PBX Solution Module was recommended after an in depth analysis of the needs, both immediate and in the short-term.

The Mobile PBX system was a perfect fit for Cronus as it allowed the hospital to operate with a single corporate identity.

CloudConnect can integrate voice, video to quickly react to patient enquiries & connect the patient to right resource, while maintaining the context and content of each engagement as it progresses through the call journey.

CloudConnect's Solution benefited the Client in multiple areas

- Emergency calls were managed with urgency and clear instructions
- Investment was reduced significantly as there was no need for capital expenditure
- Basic queries were managed by a robust IVR system, saving time and resources of both patient and medical teams
- Doctor appointments for patients could be set up easily and patients were intimated by timely reminders to ensure the consultation was handled effectively
- Real time availability of doctors and para-medical staff to attend to patients needs
- The admin panel with pop-ups to supervisors resulted in high conversion, pop-up to agents ensured a priority call list



It's now time to
unify IT and digital voice and
video communication.

CPBX Solution Module & Customer Contact Center Module are the most widely used in the healthcare sector


CloudConnect can help to give customised proposals for

- Efficient Remote Health Enabler programs with specific focus on tele-medicine
- Cost effective PBX augmentation by moving to the Cloud which offers better security and uptime
- Add Customer Contact Centers for external and internal communication to enhance customer satisfaction scores
- Collaborate and communicate with outreach programs and health workers on the field, maybe even in remote areas.

CloudConnect is actively developing new and unique products in the areas of Tele-medicine, Covcare+ and Click2Call videos in mobile apps to make sure no one gets left behind or suffers due to lack of healthcare facilities

With the customised CCPL solution, Cronus Multi-Speciality Hospital now has a corporate telecom identity; allows working from anywhere, enabling a superior patient experience in every interaction

Talk to a CloudConnect expert today to see how your business can benefit from a new era Cloud PBX system

- Radically improve customer service: Customers can now reach the agent communication faster, simpler and on their terms.
 - Service in-bound inquiries anytime: Your calls will be answered 24/7, 365 days a year, so you never lose out.
 - Get real-time reporting, call-recording, analytics: keep track of conversations, improve service and delight customers.
- 

CloudConnect Solution

Cloud Telephony to improve satisfaction scores

Smart IVR

With a growing business and greater employees, it is almost impossible for one person to take on all kinds of business enquiries from existing and new customers. With more people, it becomes all the more difficult to track whether the right person has been getting the calls, and what they have been saying to our customers. IVR to the rescue! The hospital now witnesses increased subscriptions by reaching the prospect customer directly to his phone. Customer engagement improves significantly when grievance redressal, healthcare plans, information on the go are available just a call away.

Outbound Calling and Messages

With our outbound calling and messaging solutions, you can now automate outreach to your customers directly via text. Certain applications include making announcements and giving regular updates – all of it with one platform. Outbound coupled with our text to speech solution can also allow you to send notifications via calls. With an ever-increasing customer base with growing marketing efforts, outbound solutions allow you to maintain a personal relationship with your customers and go the extra mile!

Virtual number, IVR and Insights

A virtual number coupled with an IVR can help you with directing the customers to the right caller, or sorting them based on their purpose. For example, they can press 1 for report status, press 2 to speak with a specific doctor, etc. Further, with insights, they can get full context on previous conversation with the caller and have all the details in one place

Toll free Number and Click to Call

A toll free number allows customers to reach a business free. With click-to-call feature on the website, a customer can click on the number and directly reach the lab for any doubts they have or updates they need, which would further result in services being available at the click of a button – literally.

Inbound Call Center Solution

With a plug and play setup, you can easily set up an inbound call center software and automate a huge chunk of the inbound calling process like call routing, agent monitoring (both personal and work mobile phones) and setting agent availability.



CALL FOR A LIVE DEMO
+91 8929715320