

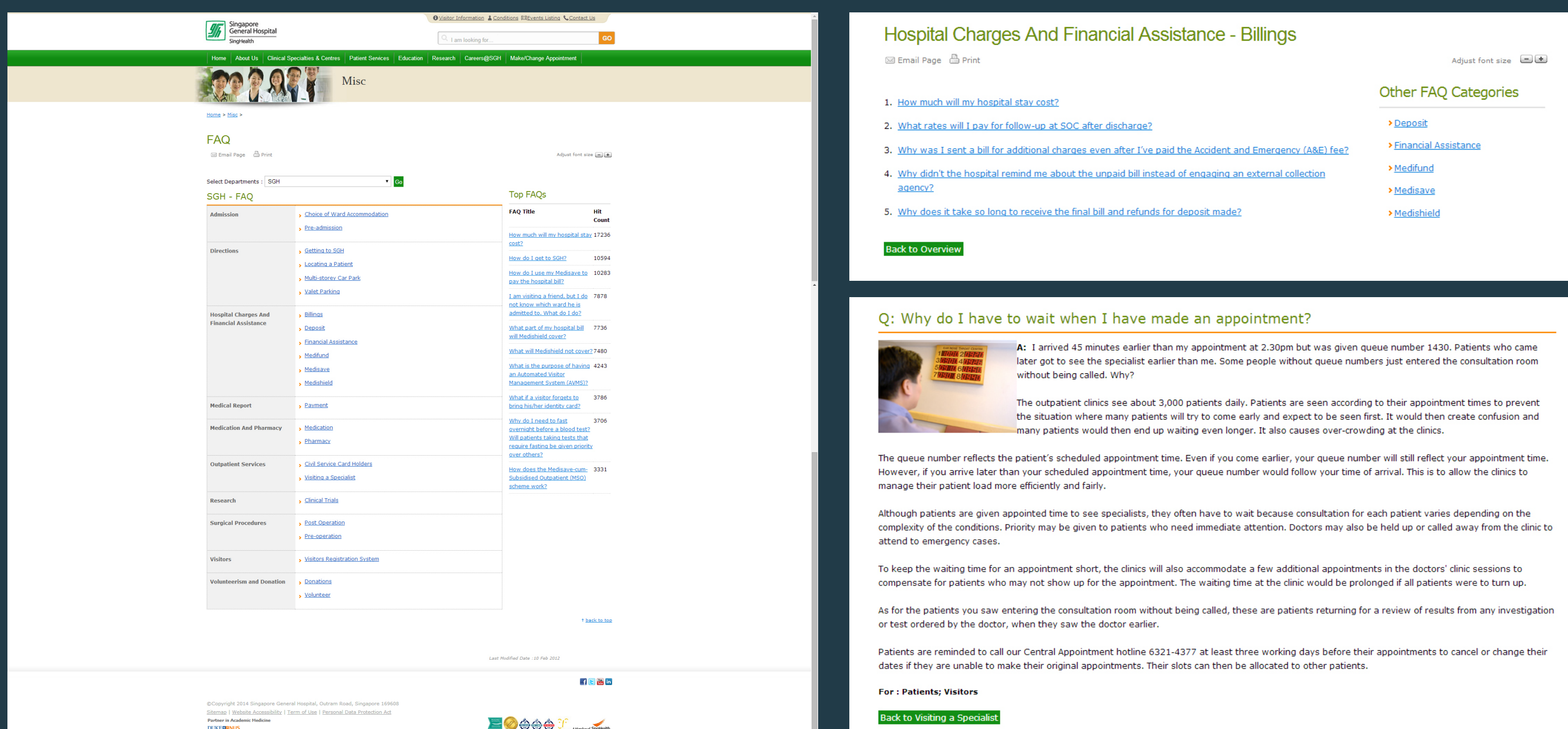
CAN WE REDUCE THE NUMBERS OF CALLS?

SINGAPORE GENERAL HOSPITAL'S CALL CENTRE RECEIVES...



MOST COMMON QUERIES

We developed an e-Bank on SGH Corporate website (<http://www.sgh.com.sg/faqs>) in 2013 to help patients and visitors with their queries. A list of 100 commonly asked questions was identified, and the replies developed with the Service Quality Department and SGH Call Centre. The Q&As were then uploaded onto the Bank.



Any user can now search easily for answers to questions like “How much will my hospital stay cost?”, “How do I get to SGH?” or “Why do I need to fast overnight before a blood test?” instead of contacting the clinics, Call Centre or Service Quality.

TIME SAVED

To measure the effectiveness of the FAQs Bank, we used Google Analytics to track the number of page views.

Between 1 Apr 2013 and 31 Mar 2014, the FAQs Bank garnered 60,476 page views (which roughly translate to an equal number of calls). Based on this figure, the Call Centre received about 5.5% fewer calls last year.



MOVING COMMON QUERIES ONLINE

As more people visit our website for information, and we hope to add 100 more questions and answers to the database, to **REDUCE THE NUMBER OF CALLS** received by our Call Centre.

Our colleagues can use the time saved on handling more complicated queries.



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