

INTRODUCTION



In 1999, we only had one staff mending the appointment(appt) line.
On top of appt line, she also had to handle incoming faxes, ward discharges and referrals from other hospitals/institutions.

In 2001, we had increased to 2 staff strength to mend the appt lines.
These 2 staff were still handling appt lines, faxes, ward discharges and referrals from other hospital/institution.

By 2007, we had expanded to 3 staff strength. Other than attending to the appt lines,
Staff had to still process faxes, ward discharges and referrals in between calls.

From Nov 2013 till date, we have further expanded our staff strength to 4.
These 4 staff will have to still process referrals in between.
There is another permanent staff attending to faxes, ward discharges as well as referrals.



AIM(S)

This project aims to improve the experience of callers by reducing Abandoned Call Rate(ACR) to 5% and below in the appointment room. With this drive, many calls have to be attended to without letting it being abandoned.

METHODOLOGY

Before using the Avaya system (a system to track the number of calls waiting to be answered), there were many complaints from callers not being able to reach us. This has left many staff feeling helpless as they have tried their level best in attending to all incoming calls.

JUNE 2013

- Avaya system came about.
- It also allows us to view the statistics of total calls

Answered Abandoned

NOV 2013

- 4 appt lines opened permanently
- 2 appt line staff for 8am shift on every Mondays & Tuesdays instead of 1

FEB 2014

- 3 appt line staff during lunch hour break instead of the usual 2 staff
- All phone volume is audible, to ensure staff is able to hear all incoming calls

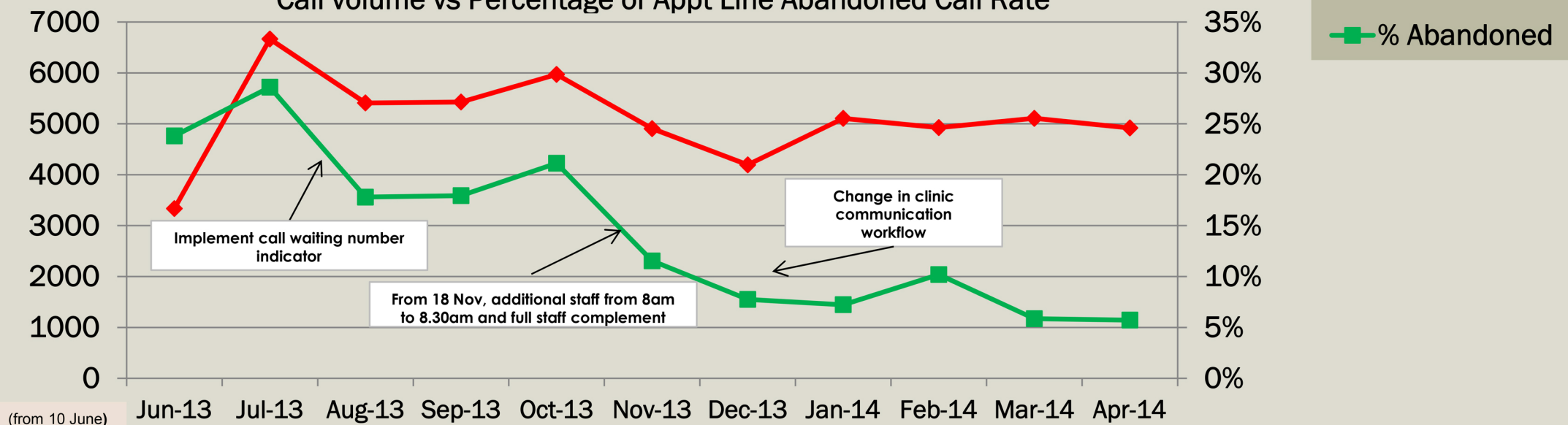
MARCH 2014

- Same staff will mend the appt line throughout the day
- Staff are reminded to make every call a pleasant experience for caller, concise & to the point.

RESULT

Tremendous ↓ in ACR, June 2013 – April 2014. Dropped in the number of callers complaining about difficulty getting through our appointment lines & calls not answered.

Call volume vs Percentage of Appt Line Abandoned Call Rate



CONCLUSION

We have achieved an encouraging 5.7% as of April 2014 compared to 23.8% in June 2013. An 18% drop in ACR within 9mths. We target to achieve an even lower percentage of ACR, bench-marking at 3% point. Without Avaya, this is not possible.

