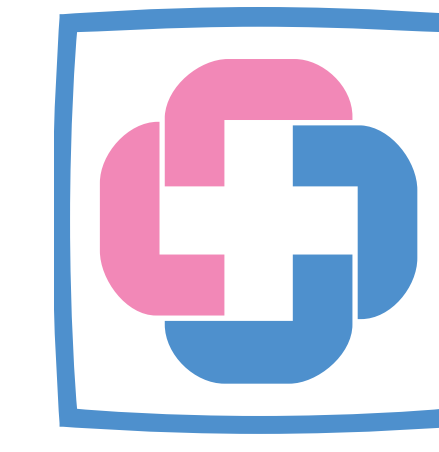




**Singapore Healthcare  
Management 2018**

# Improvement in External Abandon Call Rate to Enhance Patient Call Experience

Freddy Irawan Soetedja, KKH  
Bobby Manjit Singh, KKH  
Aminah Mohd Ibrahim, KKH



KK Women's and  
Children's Hospital  
SingHealth

## INTRODUCTION

Telecommunications Department (Telecoms) plays an integral part in the operation of the hospital. Very often our call centre assistants are the first point of contact for patients and visitors who have queries about the hospital and the services provided. By providing professional and efficient service through the phone, it reassures patients and visitors of the quality service that is provided by the hospital.

## PROBLEM(S)

In Dec 2016 the External Abandon Call rate rose to 3.5% and the abandon rate continue to rise to 8.3 in June 17. This is due to high volume of internal calls from staff to Telecoms. This has resulted in high external drop call rate and this may possibly cause patient/family dissatisfaction.

## ROOT CAUSES

A project team was formed to see through the root cause of the increase in General Enquiry External Abandon Call rate and the root causes were identified as follows:

1. mDirectory on intranet was not updated, resulting in staff calling Telecoms for contact numbers.
2. Doctor On-call Roster information on intranet is not updated, causing bulk of internal calls.
3. High external drop calls rate was due to high internal call volume.
4. Long conversation amongst internal callers as haggle to get information from operators.



## OBJECTIVES

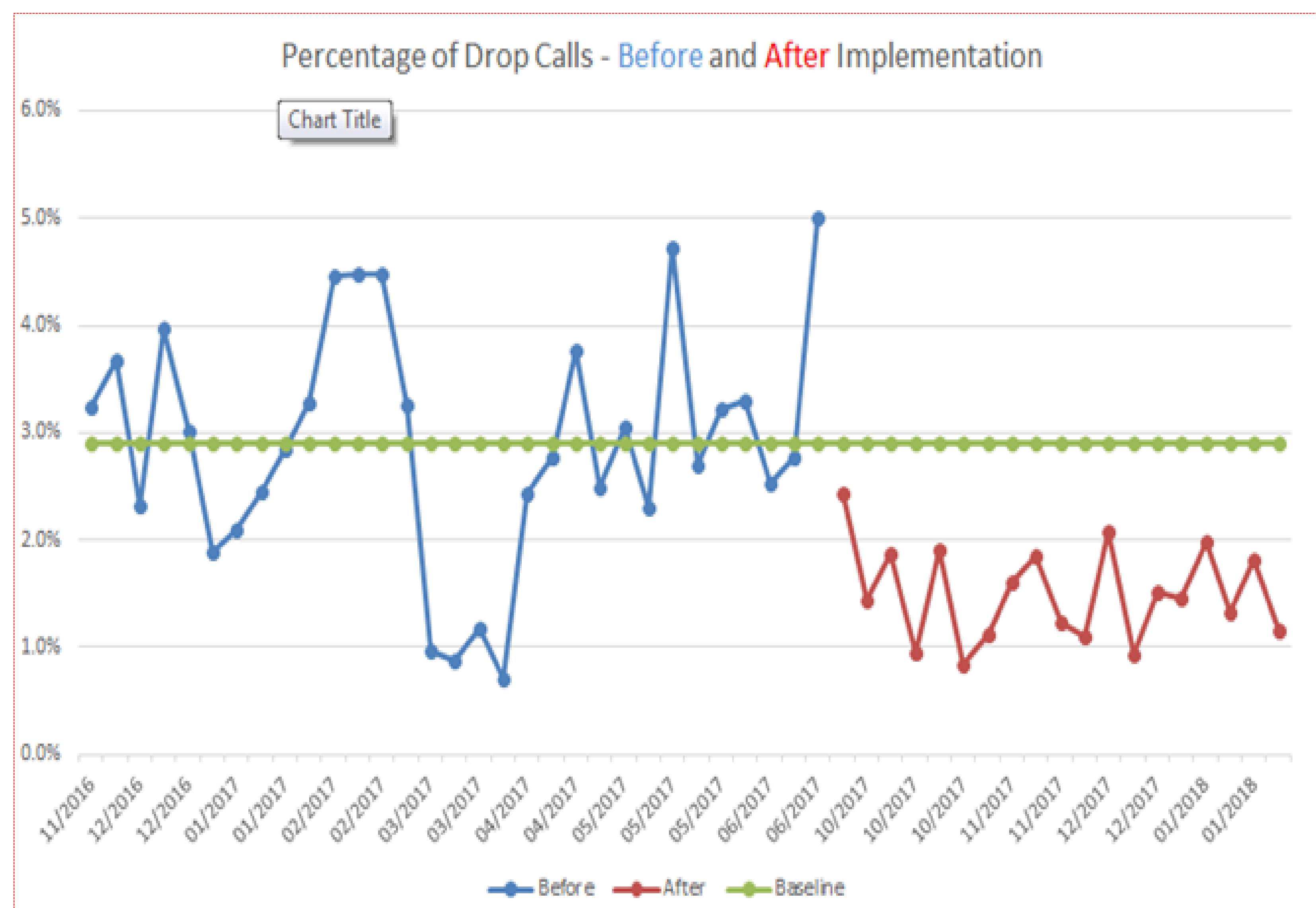
Freeing up Call Centre Resources to handle more patient and public enquiries.

## SOLUTIONS

1. Communications with Medical Administrator and secretaries to update their Doctors' on-call duty rosters and their department's staff numbers in mDirectory for publication on the intranet.
2. Rope-in IHIS to re-educate users on how to upload On-call Roster properly.
3. Emails & held meetings with Medical ADs to highlight the situation at hand.
4. Rope-in Sr Mgt to reiterate to users not to call operators for roster & telephone number information but instead to check mDirectory

## RESULT

There is a significant reduction in external drop call rate.



## CONCLUSIONS

The project has helped the call centre work to be more efficient and effective. Operators are happy as they are no longer pestered and haggled by internal staff. Both tangible (call volume) and intangible (call satisfaction) was achieved resulting in **Patients. At The Heart Of All We Do.**