

BACKGROUND

SingHealth Polyclinics (SHP) faces the problem of high inbound call volume from patients. The types of calls includes general enquiries, make or change an appointment. This has created high abandon call rates and generated negative feedbacks on the clinic call services.

AIM

There is an increasing demand to set up a Call Centre for SHP as the call volume are high with high abandon rate.

Call Centre sits on the frontline of the patient services experience, where Call Centre agents provide patient service functions, patient support and address general enquires. With nine clinics running and managing their own inbound calls, investing and setting up a Centralised Call Centre will provide patients with better patient services experience.

METHODOLOGY

A project team was formed to see through the planning, implementation and execution of the project.

A call centre site has been identified and the project team worked with SHP facilities management team to secure and renovate the site for call centre. The project team also evaluate and award the call system to Avaya Phone System.

Some key factors were considered when setting up the Call Centre, they were

- Determine the type of calls the Call Centre will handle.
- Types of services the Call Centre is going to function.
- Staffing availability and manpower budget for new Call Centre.
- Staff training and evaluation.
- Projected call volume and fluctuations.
- Call Centre facilities and infrastructure.

It was decided that the Call Centre will handle all appointment and general enquires calls and the clinics main line will be diverted to Call Centre for central call operations.

RESULTS

SHP built a 50 seater call centre catering to all appointment and general enquires.

Budget for manpower has been approved for Call Centre and the Call Centre agents training plans have been developed by the project team.

With the Call Centre set up, SHP has achieved

- Average 10-15% drop call rate (overall).
- Central call management system for information and communication.
- More efficient staff deployment to facilitate call system and network.
- Accurate and effective appointment management for patients.
- Call Centre can scale and seamlessly grow to cost effectively react to market changes.
- Able to fine-tune operations with the call statistics and response to patient's demand.



CONCLUSION

The Call Centre project has transformed the call integration system in SHP making us more efficient and effective in our call management.