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# Increase Call Completion Rate by reducing Missed Calls through the MSW Appointment Line

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## BACKGROUND

MSW Department (MSWD) has one phone extension (x1029) created to handle the volume of calls from external and internal parties to the KKH MSWD. Patients will call this same number for appointment and enquiries.

## PROBLEMS

According to the Abandon Call Report 2015, MSWD appointment line has clocked an average of 11.3%, 13.6% and 11% for the first three quarters respectively.

Calls missed were rechanneled to the Voicemail box and extra time and effort were spent retrieving the voicemails and contacting the callers.

## METHODOLOGY

Feedback was gathered from the staff manning the Backroom on the possible factors that contribute to the high missed call rates:

1. Staff responsibilities were high for two staff:
  - Calls from internal and external parties
  - Indexing and assigning of inpatient and outpatient referrals to MSW
  - Department's casesheet movement
2. Calls received are from all sources:
  - Patients / Family members
  - KKH non-MSW Staff
  - MSW Staff
  - Staff from External Organisations

Both factors were analysed due to their interdependent nature and the following solutions were suggested and trialed.

1. Increase the number of Backroom staff from 2 to 3
2. A 2<sup>nd</sup> appointment and enquiry line was opened
3. A 3<sup>rd</sup> extension was opened for MSW staff to call in
4. Promote the usage of the MSW Enquiry Email to patients / family members
5. Redistribution of Backroom responsibilities amongst the 3 staff

## RESULTS

1. According to the Abandon Call Report for the last quarter of 2015, the MSW appointment line clocked in an average of 8.3%, with a significant **reduction of 5%** in comparison with the previous two quarters, which had the highest missed call rate.
2. Improvement in staff's productivity as less time is spent to manage the voice messages and tasks to return all missed calls.
3. Greater job satisfaction as staff are feel less pressured with the high workload.

## CONCLUSION

Redirecting, reassigning, streamlining and redistributing tasks aimed to reduce missed calls resulting in an improvement in staff's productivity and job satisfaction. This also enhances patient's experience with MSWD as their needs are attended to timely.

