CCD HEALTH
A GeBBS Healthcare Company

CASE STUDY

DECREASING CALL ABANDONMENT RATE FOR A DIAGNOSTIC IMAGING AND RADIOLOGY SERVICES PROVIDER

Overview

Our client is a leading diagnostic imaging and radiology services provider operating nine outpatient imaging centers across the Southeast. They have been a valued partner of CCD (A GeBBS Healthcare Company) since November 2019.

Background

Recently, the client faced an unforeseen surge in call volume, which increased by 10-15% due to severe understaffing. This spike led to a significant rise in abandoned call rates, reaching a peak of 27%. The high abandonment rate was detrimental to their business, resulting in an estimated daily revenue loss of ~$12,000.

Goals

Improve the efficiency of call handling and increase agent productivity

Optimize call flows and scripts and ensure consistency across all patient-schedulers interactions

Solution: 4 Steps - Our Approach

1. Enhancing in-house processes: CCD (A GeBBS Healthcare Company) focused on improving the internal call management processes. We assisted in creating structured call flows and scripts, which ensured consistency and standardization across all customer interactions.

2. Data-driven insights: CCD (A GeBBS Healthcare Company) provided actionable insights to better manage and optimize the contact center workforce using advanced data analysis tools. Through call patterns analysis and agent performance, we identified key areas for improvement and implemented strategies to address them.

3. Robust staffing plan: CCD (A GeBBS Healthcare Company) developed a comprehensive 4-6 week staffing plan that included:

Required headcount: Determined the optimal number of staff needed to handle the increased call volume effectively.

Anticipated attrition: Factored in expected staff turnover to ensure continuous coverage.

Class scheduling: Organized training sessions to onboard new staff efficiently.

Weekly onboarding: Scheduled the weekly integration of new workforce members to maintain operational stability.

4. Monitoring and optimization: We closely monitored the outcomes of our optimization efforts to ensure the improvements were sustained and aligned with the client's operational goals.

Proven Outcomes

1. Decrease in call abandonment rate: Our interventions led to a 25% reduction in the call abandonment rate. This significant drop was a direct result of the enhanced processes, better staffing, and data-driven strategies implemented by our team.
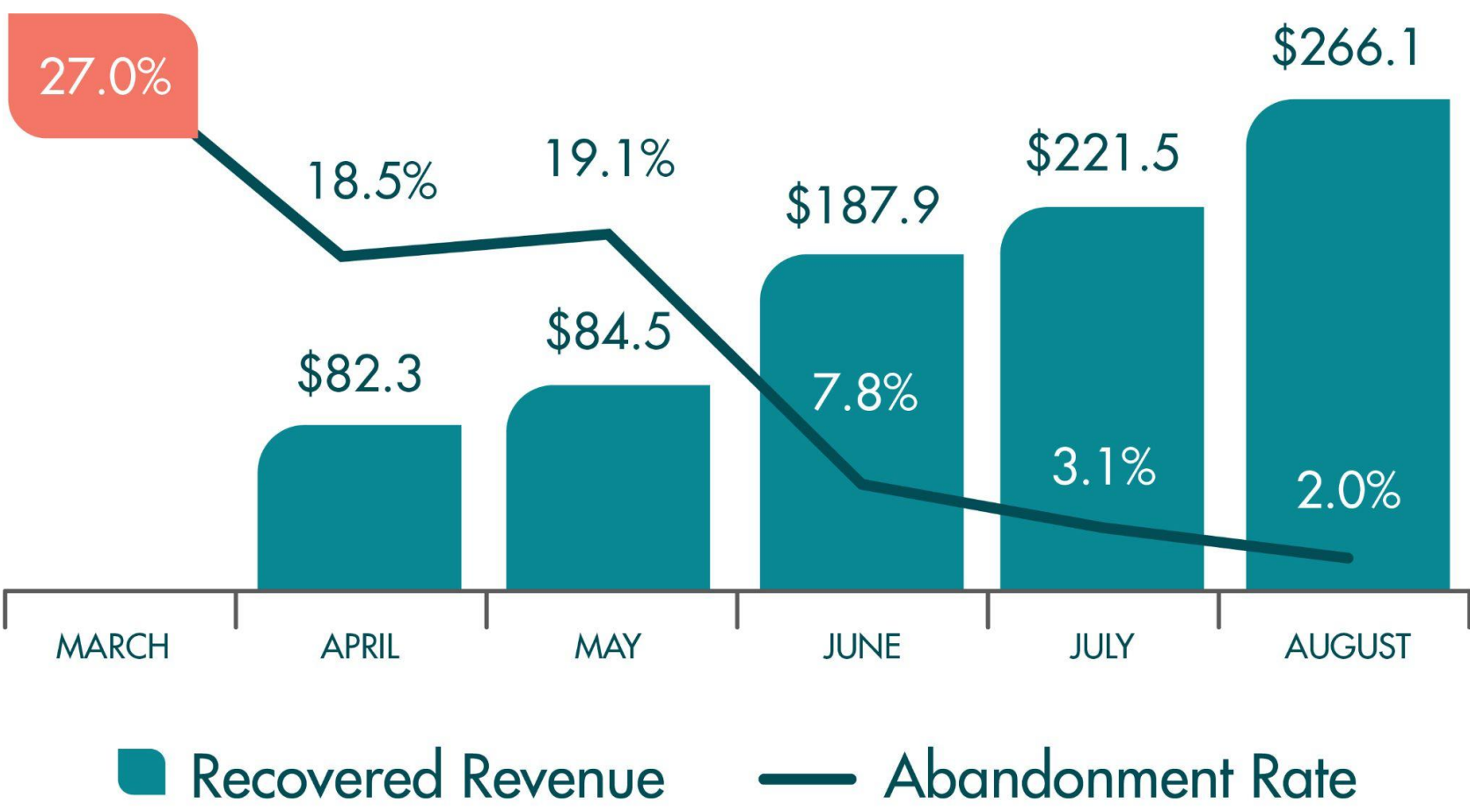
2. Financial impact: The improvements had a substantial financial impact. Over the first five months following the implementation of our strategies, the client reclaimed $840,000 in revenue that had previously been lost due to abandoned calls.

Conclusion

Our targeted approach in addressing the call abandonment issue resulted in impressive operational and financial gains for the client, especially on in-house processes performance, leveraging data for actionable insights, and implementing an scalable and robust staffing plan.

Our proven outcomes

($ in thousands
Recovered Monthly Revenue and Decrease in Abandonment Rate

Recovered Revenue — Abandonment Rate

27.0% — 18.5% — 19.1% — 7.8% — 3.1% — 2.0%

$82.3 | $84.5 | $187.9 | $221.5 | $266.1

MARCH | APRIL | MAY | JUNE | JULY | AUGUST

25%
Decrease in Call Abandonment Rate

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$840K
Of Reclaimed Revenue During the First Five Months

1. Enhancing In-house Processes
Structured Call Flows
Standardized Scripts

2. Data-driven Insights
Call Patterns Analysis
Agent Performance

CCD Health's Approach to Contact Center Optimization

3. Robust Staffing Plan
Required Headcount
Anticipated Attrition
Class Scheduling
Weekly Onboarding

4. Monitoring and Optimization
Outcome Monitoring
Alignment with Goals