



# DecisivEdge Deployed Five9 Intelligent Virtual Agent (IVA) to Growing Behavioral Health Contact Center

## THE CHALLENGE

A growing behavioral health organization wanted to move away from impersonal, menu-driven options. The typical IVR driven press 1/press 2 approach was off brand and didn't offer their patients the warm, supportive service experience they needed. DecisivEdge was brought in to reimagine, redesign, and deploy a CX solution that included Five9's Intelligent Virtual Agent (IVA). The objective of this initiative was to implement a CX strategy grounded in efficiency and quality that also shapes emotionally beneficial experiences for their clients and treatment advisors by using natural language understanding (NLU) and machine learning to get them to the right treatment advisor quickly and efficiently.

Specifically, the client wanted to provide routing and self service options for common service intents for patients who were already scheduled for admission or post treatment. This goal was to reduce wait times and abandon rates for potential patients who were seeking treatment for the first time.

## THE SOLUTION

The Customer Experience (CX) Transformation experts at DecisivEdge organized a team including Business Analysts, Project Managers, Technical Leads, Developers, QA Leads, and Testers.

There were two phases to the implementation of the IVA. The first phase was gathering keywords and identifying caller intentions. Over 10,000 caller utterances were analyzed.

The second phase was building caller experiences according to data gathered in the first phase. Top reasons for calling were identified and the top intents and self-service use cases were built into natural language intents in the IVA engine. The option to ask for a live person right away is also built for those callers who are not yet ready to speak to an IVA. They are redirected to the good old familiar menu.

The DecisivEdge team worked closely with the client to define and map out the new call flows and write and utilize TTS to build all caller prompts.

### About DecisivEdge

DecisivEdge is a best in class technology solutions company. To learn more, visit our website at [www.decisivedge.com](http://www.decisivedge.com)

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## QUICK GLANCE

### Industry

Healthcare

### Segment

Behavioral Health

### The Challenge

Improve the patient experience while also increasing the efficiency of call center operations.

### The Solution

Transition away from traditional key-pad driven (DTMF) IVR technology to implement an intelligent, Natural language (NLU) IVR powered by machine learning.

### Results

Reductions in wait times and abandon rates as well as improved quality scores

Before being released to production, each intent went through a rigorous QA and UAT testing process. Once all test cases were successful passed, the team consulted with the workforce management group to identify and schedule a time when the call volume was light and the solution could be successfully deployed.

## RESULTS

In less than 4 weeks, the DecisivEdge CX team completed all required tasks to design, build, test, deploy and provide on-going monitoring to ensure the IVA was performing as expected. The client subsequently engaged DecisivEdge to enhance the process to add more variables to capture data from the patients such as which State they are looking for services in.

With the baseline IVA configuration implemented, analysis continues to identify the next set of intents to pursue. Fine tuning the IVA and training it to identify tangent utterances is an on-going process and one that gets better as time presses on.

