



CASE STUDY

Bringing the human touch to IVR

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

Bringing the human touch to IVR

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 “press1/press2” approach was off-brand and did not 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, 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.



Behavioural healthcare providers are embracing the newest technology that uses NLU and machine learning to shape emotionally beneficial experiences during self-service routing.

Benefits Include:

- Overall better patient experience due to not using the standard automated “phone tree”
- Reduced wait times and abandon rates for potential patients
- Increased conversion rate
- Experiences more in line with behavioral health mission

DecisivEdge Solution:

- Multi-phase implementation
- Is scalable and flexible to an organization’s unique business rules

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

Before being released to production, each intent went through a rigorous QA and UAT testing process.

Once all test cases were successfully passed, the team consulted with the work force management group to identify and schedule a time when the call volume was light and the solution could be successfully deployed.

The Results

The following results were measured across two contiguous 23-day periods and were measured using A/B testing:

- 41% reduction in overall call volume
- 275% reduction in IVR abandons
- 346% reduction in repeat IVR abandons
- 10.5% increase in service level
- 2.1% increase in conversion rate

Quantifiable results...

41%

Reduction in overall call volume

275%

Reduction in IVR abandons

346%

Reduction in repeat IVR abandons

10.5%

Increase in service level

2.1%

Increase in conversion rate



About DecisivEdge

We engineer best-in-class technology solutions.

DecisivEdge is a global business consulting and technology services firm focused on creating a sustainable competitive edge through digital transformations. We help our clients elevate their operational capabilities and seize their market opportunity by leveraging and optimizing best-in-class technology solutions in conjunction with detailed analytics and data-driven operational strategies.

We are knowledge leaders with deep industry knowledge.

Our clients benefit from our unique ideas, knowledge of industry best practices, and our ability to develop creative solutions to overcome their highest priority business and technology challenges. Our collaborative approach is designed to really understand our clients' business objectives, and then deploy a seasoned solution delivery team to get the job done right the first time.

About Five9

DecisiveEdge partners with the global leader in cloud contact center software Five9, to provide end-to-end solutions with digital engagement, analytics, workforce optimization, and AI and automation to increase agent productivity and deliver tangible business results.



COLLABORATE ▪ BREAKTHROUGH

DecisivEdge (USA)

131 Continental Drive, Suite 409
Newark, DE 19713 USA
+1.302.299.1570

DecisivEdge (Canada)

15 Allstate Parkway, Unit 320, Markham,
Ontario, Canada, L3R 5B4
+1.598.265.8594

DecisivEdge (India)

502 Pentagon P1, Magarpatta City,
Pune, 411028, India
+91. 989 099 9642