



Avaya: Caring for the Health of Your Communications



emergencias.com.ar 

Emergencias is the leading private medical provider in Argentina with over 3.5 million contact points each year. The challenge is to provide accurate, agile and flawless communication with its individual and corporate customers, whilst maintaining quality patient services. Emergencias standardized on Avaya Contact Centre, allowing them to respond effectively to life threatening cases while expanding and strengthening the business, improving its healthcare processes, and consolidating its presence in the Healthcare market.

The adoption of Avaya Contact Center helped Emergencias, a leading emergency medical services company in Argentina, to provide robust and flexible communications for its individual and corporate customers. The new platform also allows Emergencias to respond effectively to sometimes life-threatening situations, while expanding and strengthening the business, improving core healthcare processes and enhancing its presence in Argentina's healthcare market, improving core healthcare processes and consolidated its presence in the Healthcare market.

CHALLENGES

- Reduce costs
- Improve call answering times
- Efficiently manage millions of communications
- Maintain and improve patient and customer service
- Guarantee uptime

VALUE CREATED

- Universal availability
- Real-time metrics and analysis
- Immediately adapt to changing situations
- Structural and Operational costs reduced
- 6-fold increase in number of communication channels

SOLUTION USED

- Avaya OneCloud CCaaS

Caring for Healthcare

Founded in 1979 in Buenos Aires, over the years Emergencias has never stopped growing. It's success is reflected in its important acquisitions of competitor companies specialized in the corporate market. This allowed Emergencias to expand its services, incorporate comprehensive medical plans and provide more affordable healthcare to individuals.

In 2008, Emergencias became the first company to certify its processes under the ISO 9001 quality standards. In addition, the company was awarded the Premio Mercurio, one of the most prestigious awards in the healthcare market.

The heart of services

Development of specialized software for healthcare has been one of the distinctions of its journey, aimed particularly at improving processes related to the allocation and administration of resources. This enabled Emergencias to transfer its administration model and informatics applications to the medical emergency system used by Catalonia, Spain.

Other Emergencias products that stand out: Contigo, Club de Embarazadas (Pregnancy Club), Traslados especiales (Special Transfers), Cuidados domiciliarios (Home Care) and Emerphone, which are almost everywhere in the country, states Germán Nájera, CTO of Emergencias, who, together with the Operations Director, Pablo Montes de Oca, and the Infrastructure Chief Nicolás Woloszyn, led the recent Emergencias technology modernization project.

"Since we are an emergency healthcare company, we have between 10,000 and 14,000 patient interactions per day. This number may vary according to the season of the year (they increase in winter season). We have 2,000 employees plus other 5,000 service providers. We offer four important services: Life Threatening Risk, Medical Visitation, Scheduled Transfer and At Home Care. The key for these services is a contact center which categorizes the beneficiary and, based on the medical triage, defines the need for a transfer, a medical visit or if there is a life-threatening situation," explains Mr. Nájera, the engineer.

Flawless response to millions

Handling between 3.5 to 4 million calls a year, Emergencias had a great technology challenge: responding flawlessly to such a great volume. “We did not have a prioritized structure and automated distribution of services and VDNs,” Germán recalls. Distribution of services and VDNs”, Germán recalls. “We come from Nortel with atrophic numbers, a high level of manual management to organize telephonic agents, without real time response and metrics. We performed an updated four years ago, but it was not satisfactory”, he adds.

Due to all the above, it was very complex to determine maximum levels of call abandonment or define metrics. “Service levels were not optimal; work load was disproportionate, unequal and with weak results in terms of satisfying our customers. We had an analog switchboard, limited growth, we faced very high costs and had to buy lots of hardware, among other disadvantages”, admits the CTO.

It was key to have a communication platform to comply with operations for servicing critical situations 24/7, every day, since medical emergencies can happen anytime. “We cannot stop receiving calls. Failure in service availability could result in death”.

“Three years ago, we decided to replace our technology partner and we evaluated other companies such as Cisco, Genesys and various alternatives. It was key for Avaya to listen to our challenges, the user experience, and understand the business before implementing the technology. Avaya got involved and took responsibility for our success, hired architects and worked with us as a team for our communications platform re-configuration,” Germán Nájera adds.

Flexibility and Quality

Once the new solution was implemented, results became evident. A very important benefit for Emergencias is the flexibility to adapt immediately to sudden changes in requirements. “From 2017 to this day, we staff between 120 and 140 agents in peak time, and we can now move them into different skills categories in an automated way because we have real time metrics and we can make decisions immediately. The supervisor stopped doing this job manually, and he now dedicates to more quality related aspects,” Germán Nájera explains.

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The contact center is much more efficient now. Today, with the same number of people, Emergencias has increased by almost 40% the volume of answered calls. Agents are automatically available. With a digital telephone service, through SIP, costs were lowered and the prospect of growing and broadening services presented itself.

The automatic system allows prioritizing segments, clients, types of service and, according to the risk involved, gives priority to actual emergencies. The solution optimized the operation and improved levels of care and service. “Today we have an abandonment rate of 4% for emergencies and less than 0.2% for Life-threatening Risk. This was a radical change for the customer, and we achieved greatly improved customer satisfaction. We now take care of the customer in less than 4 seconds”, says Germán Nájera.

Regarding communication channels, previously Emergencias had 230 channels. Today, the company has 1,400. “Before, the marketing team made outgoing telephone calls with a different switchboard, with other telephone providers. Since everything was unified with Avaya, the first benefit was the operative maintenance cost of telephony, and the second, the reduction

of the cost-per-minute of outgoing calls. “Today, Emergencias is much more efficient. The company places outgoing calls according to the availability of agents who can answer those calls,” says the CTO.

Intelligent Communication

“When I started in Emergencias, almost five years ago, Avaya was a bad word. Other alternatives were being evaluated to change brands. My objective was to change that opinion, since it was a leading brand with very good personnel, with great skills. Avaya technology allowed us to expand the communication possibilities that we have with the customer. This year, we want to have more omni-channel capability via SMA, WhatsApp and email. We are now looking into the possibility of implementing IoT devices to perform monitoring activities or video-conferences of home-care patients.”

“This year, we also plan to implement Speech Recognition with speech analytics (intelligent IVR). We are thinking about a module to allow the digital visualization of central saturation. Our purpose is to strategically improve, for next year, the integration between Avaya and Salesforce”, concludes Germán Nájera.



About Emergencias

Emergencias is the leading company in the extra-hospitable medical emergencies in Argentina, mainly dedicated to individual and corporate clients. Its continuous work of research and investment in technology made it a pioneer in technological development and software applications, and allowed the improvement of demand processes and management of medical emergencies. It was awarded and exceeded boundaries.



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— **Germán Nájera**, CTO of Emergencias



About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter.

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