

## Overview

A leading fertility healthcare provider specializing in advanced reproductive treatments, our client is known for its medical expertise and patient-first approach. To enhance operational efficiency across their 150 Centres, they needed a solution to manage high lead volumes, streamline patient engagement, and enable real-time tracking.



## Objective

To improve patient connectivity, achieve higher auto-dial and manual-dial success rates, ensure seamless engagement while boosting overall patient satisfaction.

## Business Challenges

The lack of automation and a centralized system reduced scalability and hindered timely patient interactions. This led to difficulties in efficiently managing and tracking leads. Key challenges included:

- **Lack of Real-Time Tracking:** Absence of live tracking hindered accurate reporting and proactive engagement
- **Inefficient Query Resolution:** Difficulty in addressing diverse patient concerns promptly and effectively
- **Limited Multilingual Support:** Inability to cater to patients across different regional languages reduced accessibility

## The Solution

Meeting the client's needs, we implemented a centralized lead management system to streamline 200+ lead sources, enabling efficient tracking and conversion. To enhance engagement, we introduced logic-driven auto and manual dialing mechanisms, which prioritized and recovered non-contactable leads, supported by real-time tracking for proactive follow-ups and precise reporting. Additionally, we provided multilingual support across regional languages to ensure inclusive communication, while pre-visit coordination ensured seamless patient consultations. Coupled with empathetic query handling, these measures resolved patient concerns and guided them to the nearest center, boosting operational efficiency, patient satisfaction, and overall engagement.

## Value Delivered

The solution enabled seamless query resolution, improved follow-ups, and enhanced connectivity, ensuring patients received timely and personalized care. The streamlined system also drove higher consultation rates and increased overall satisfaction, with auto-dial and manual-dial success rates improving to ~17% and ~24%, respectively.

**63K+** Monthly leads managed, improving conversion and engagement capabilities

**2k+** Doctor visits facilitated monthly, ensuring better care access by Patients

**170** Seats scaled from 23, significantly expanding operational capacity

### Business Benefits



Real-Time Tracking



Lead Conversion Efficiency



Scalable Operations



Enhanced Patient Engagement