



Health Care Provider Elevates Patient Experience with Help from Edify

About the customer

A U.S.-based health care company, serving patients nationwide, had been struggling to deliver consistent and superior customer experiences due to the constraints of legacy systems that only provided varying degrees of connectivity.

About Edify

Edify connects businesses with customers and employees with each other, making enterprise communications as easy as personal ones. Built from the ground up as a single, cloud-native solution, Edify's flagship products, Edify CX (CCaaS), Edify EX (UCaaS), and real-time API communications (CPaaS) work together to facilitate continuous conversations across your business. Now, customers and employees can easily move among channels in one window, just like they do every day on their phones. Companies choose Edify for its global availability, no-waste pricing, and full-stack 100% SLA uptime guarantee. Edify is also a Google Chrome Enterprise Recommended partner for the contact center. Learn more by visiting edify.cx.

The challenge

The company had a legacy on-premise environment that was causing several challenges, including managing four separate products it had loosely integrated to accommodate for adding communication channels. The company also struggled to make changes to campaigns or implement new processes because to enact any change they had to interact with external parties solely via email, resulting in weeks of back and forth messaging. In addition, the company had several disparate databases with varying degrees of connectivity, which severely impaired its ability to provide accurate, fast service and keep patient data secure. Finally, the organization did not have a consolidated view of all activity, making it difficult to track or report on KPIs or coach for continuous improvement - a barrier to achieving its company-wide goals related to experience.

The solution

The health care provider now uses Edify CX to manage patient interactions across voice, email, chat, & SMS in four U.S. locations.

The result

Since implementing Edify, the provider has:

- Streamlined its contact center tech from four solutions & vendors to one
- Automated routine inquiries with new AI-driven self-service capabilities in place of its legacy IVR
- Tied in multiple external data sources using Edify's no-code workflows
- Significantly reduced reliance on external vendors & internal IT teams
- Unified its monitoring & reporting with all channels in a single system