

How TelStrat WFO is Providing Advantages That Benefit Tufts Medical Center Patients

Tufts Medical Center includes a children's hospital, five affiliated hospitals, and a network of over 1,700 world-class physicians. Tufts Medical Center delivers patient-centered care to the communities it serves. With its network of physicians, academic institutions and hospitals, and community partners, Tufts Medical Center continues a tradition of healthcare innovation, leadership, charity, and the highest standard of care and service for all.

The Challenge

Tufts Medical Center needed a 100% call recording system that enables the contact center to comply with HIPAA patient data privacy and security requirements. The contact center operators take 2,000 in-bound calls per day.

The center needed a solution that is easy to learn and use, with straightforward system navigation. Contact center telephone operators needed training that minimized work interruption and would enable them to learn user skills easily and at their own pace.

The Solution

To find a solution that met these key criteria, Gene Pelland, Tufts Medical Center Telecommunications and Operator Services Director, completed a due-diligence search. After reviewing proposals from potentially suitable call recording and workforce optimization solution offerings, the team chose TelStrat WFO call recording and quality management system for its contact center.

Tufts Medical Center staff was particularly impressed with TelStrat's ease of learning and intuitive usability. Initial training, conducted onsite, was excellent. After the initial training, webinar sessions continue as needed to enable new operators to learn system user skills quickly.

Tufts Medical Center security and legal staff reviewed the TelStrat WFO solution to ensure interaction recording is HIPAA compliant. And, since the healthcare provider always focuses on containing costs and saving money, Tufts Medical Center selected TelStrat WFO over competitors whose proposed solutions were more expensive. Serenova's TelStrat product proposal offered greater value at a lower cost.



PBX Environment

- Currently Avaya (Nortel) CS1000
- 57 Agents

Needs

- Ability to record 100% of calls
- Comply with PCI and HIPAA requirements
- Review calls for quality and training

Solution

TelStrat WFO including:

- TelStrat Record
- TelStrat Capture
- TelStrat Quality
- TelStrat Desktop Analytics
- TelStrat Encryption

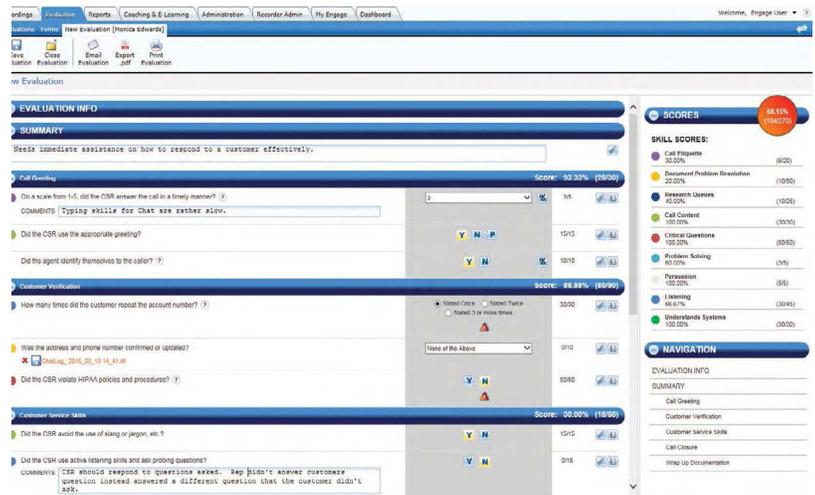
Benefits

- Improved customer service with enhanced quality management and coaching
- Minimized liability with 100% recording
- Achieved HIPAA compliance with desktop analytics and encryption

The Results

Since the solution's go-live date, Tufts Medical Center contact center manager has become a champion for the TelStrat WFO system. Use of the TelStrat solution has been expanded across the organization to encompass not only the patient care contact center, but also for handling security, emergency, and finance (patient accounts payable and collections) department contacts, and for triage of calls to other departments and patients' doctors.

As Linda Antonelli, Manager Operator Services and Telecommunications attests, "Our customer service quality staff selectively plays example call recordings back to operators to help them learn how to improve call handling. Serenova's TelStrat training is great and not complicated, which helps new operators acquire user skills quickly."



TELSTRAT QUALITY EVALUATION

“ We selected TelStrat WFO because Serenova’s TelStrat system meets our needs. We were surprised to find that TelStrat WFO provides the same capabilities of other systems that cost much more. ”

Gene Pelland, Tufts Medical Center Director of Telecommunications and Operator Services

What's Next

Tufts Medical Center's current telephony system may need to be replaced by the end of the decade due to the organization's growth and its need to continually advance with enabling technologies. TelStrat WFO is integrated with all leading telephony systems, in addition to the medical center's current Avaya platform. This platform independence provides reassurance that the solution will remain a valuable asset whatever future platform may be used. TelStrat will be able to move the solution and the center's archived recordings to any new platform Tufts Medical Center may select.

About Serenova (formerly TelStrat)

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, it created a true cloud contact center solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

Whether it's technology, healthcare, or retail, brands from all industries come to Serenova for its global coverage and deep integrations into the business systems used every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically. Recognized by analysts such as Gartner, Serenova is committed to building on an 18-year legacy leading the way in cloud-based contact center innovations.

To learn more, visit www.serenova.com. For live updates, follow [@SerenovaShine](https://twitter.com/SerenovaShine).