



Emirates Healthcare Group Enhances Front-Line Patient Experiences with Avaya Technology

The healthcare group has consolidated its contact center infrastructure on a unified platform from Avaya resulting in improved customer service and agent efficiency.

United Arab Emirates

Emirates Healthcare Group has expedited the path to recovery for its patients by upgrading its contact center, based on Avaya technology, to enhance and streamline its customer service interactions. The group's patients can now expect to be automatically identified, connected to an agent who speaks their preferred language, and receive a call-back in case their initial call goes unanswered as a result of all agents being engaged. Furthermore, the new system ensures that timely SMS reminders, with full appointment details, are sent to all patients.

Emirates Healthcare Company is one of the largest healthcare providers in the region, with a network of over 50 hospitals and clinics across the UAE and a headcount of almost 2,000 employees. According to Ziauddin Sayed, group IT director, Emirates Healthcare Group, the company's ultimate goal is to provide a superior customer experience. "When a patient interacts with us, we make sure that they have a pleasant experience - the kind of experience that the patient would expect from a world-class facility," he asserted. Communications is paramount to the success of this objective. "We therefore had to embark on a substantial upgrade to our communication system."



For over a year-and-a-half, the healthcare group has embarked on a modernization process for its contact center, picking Avaya for the significant upgrade. Working with Imperium Software Technologies, a tier-one systems integrator and development partner of Avaya, the company has deployed Avaya IP Office Server Edition, which provides IP Office telephony capabilities, unified communications, mobility and collaboration.

Avaya's commitment to open standards-based technology has enabled Imperium to integrate the platform with the Emirates Healthcare's Hospital Information Systems (HIS). This makes it possible for patients to be automatically identified by name, nationality and language preference, resulting in a more personalized experience. In addition, the system can identify the patient's location so that they can be guided to the nearest Emirates Healthcare hospital.

Along with benefits to patients, the upgrade has brought significant conveniences to the group's contact center agents, allowing them to do their jobs more efficiently. Sumedh Ganpate, midmarket practice lead for MEA, India, China, Russia & ANZ, Avaya, explained, "In the past, an agent would have to use up to three different screens and juggle between them. With Avaya IP Office, they can now work from a single interface to handle all customer interactions, whether these are coming in from voice, web or SMS channels. They do not even have to find and dial back missed calls - the system automatically dials that number for the agent. By unifying all these communication platforms, and introducing process automation we have improved the productivity of agents."

Meanwhile, through its Remote Desktop Web Connection technology, the Avaya system enables agents to connect seamlessly irrespective of their location. "The agents can handle calls over the web on any browser using VoIP while also having access to the HIS. This means agents are still productive when away from the office environment," said Sayed. "Whenever the agent is sitting, the caller will never tell the difference."

Building on these successes, Emirates Healthcare Group intends to leverage the powerful capabilities of the Avaya platform to further improve customer experience over the coming years.

The Group intends to incorporate AI-based chatbots and is working with Avaya to add call functionality to its website, so patients can call directly on a softphone without leaving website. It is also exploring the possibility of enabling patients to utilize social media tools to communicate with its facilities.



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