Parlance®

The Parlance Playbook
LEAN in for success and savings – A guide to Parlance Service: deployment, internal marketing, and ongoing success.

Parlance Customer Example — First 15 days

INSTANT LABOR SAVINGS!

30,423
Total
Calls

15,891
Parlance
Handled

52.2%
Offload

Good News! Parlance is Heading Your Way Soon!

Overview

Parlance is a virtual PBX switchboard management solution that streamlines your caller's ability to reach who they need as quickly as possible by interacting with an intelligent and intuitive voice recognition system. The system will decrease caller wait times, increase operator efficiency, and improve customer satisfaction!

Why Parlance?

For over 25 years, organizations nationwide have depended on Parlance to modernize and improve the first 30 seconds of every caller's journey and remove barriers to service. With Parlance, people can speak naturally and connect directly to the resources they need. No confusing menus, no numbers to press, no long hold times.

- Guaranteed performance

- ROI is instantaneous

- Fully managed solution – minimal effort for your IT and operations teams

- Demonstrated success in the HCA ecosystem

- Affordable

- Scales easily

How to prepare? Preparing for Parlance is easy!

Engage the right resources

Alert leadership and IT / Telecom teams about plans to deploy Parlance and the anticipated value it will bring to the division.

DEPLOYMENT TASKS (IT/Telecom)	ESTIMATED TIME REQUIRED	COMPONENTS
Provision space for Parlance servers (servers owned and managed by Parlance)	4 hours (meetings, allocate resource, stand up the OVA images)	• Two virtual servers (for redundancy) in your virtual environment • Servers owned and managed by Parlance
Provision network connection to Parlance servers	4 - 8 hours (meetings, provision IP addresses, add servers to existing tunnel, testing)	• Parlance and client agree on network topology • Static IPs (IP addresses for each server)
Provision patient room directory data	6 - 11 hours (meetings, add hospitals to existing Parlance ADT feed)	• ADT feed from electronic health record system • Patient name, current location (bed), associated nurse station
Integrate Parlance servers into voice network (PBX)	3 - 6 hours (meetings, create SIP trunks, test)	• Provision SIP trunk for each Parlance Server • Configure DIDs and define coverage paths
Point calls to Parlance servers	1 - 2 hours (meetings, create test DIDs, testing)	• Provision test number before main number is pointed

Business deployment best practices

- Establish and engage all resources that will be required in the implementation process to ensure that the entire team is on the same page and has an opportunity to have Parlance answer all technical and high-level timeline questions

- Avoid delays by ensuring that all security related documentation is in order

Best practices to engage hospital staff

- Communicate early and often about planned changes to the way calls are routed in the hospital

- Ask departments to verify that the directory information PBX has for the department is correct

- Distribute call handling questionnaires to high call volume departments (Parlance will provide)

Build a Source of Truth Directory for Callers

The Parlance directory will include all destinations available to internal (staff) and public callers. The goal is to build an authoritative directory and to keep it accurate over time. Parlance performs analysis to identify gaps in the data, tune pronunciations and ensure every interaction is as simple and quick as possible.

Best practices for building the directory

- Identify your department(s) and the different names they would be called. (Include the various way staff refer to departments which may be different from how public callers ask for them.)

- Identify the phone number for each of your departments – public facing lines and back lines (staff only) included.

- Identify departments that require time-of-day handling that deviates from the standard operating hours of the hospital.

- Identify patient rooms, their correlating bed phone numbers, and nurse station phone numbers.

- Identify and list how family and loved ones would normally ask for patient rooms.

- Work with leadership, department leads and operators to build an all-inclusive phone directory for your callers. Note: the directory is important for all callers not just staff. Keep in mind that the directory should include all phone numbers for public callers and staff.

- Identify which destinations / phone numbers are for internal-only callers

- Identify which destinations / phone number patients are allowed to access

Best practices for directory management: automated updating

- Work with the switchboard team to identify what resources they rely on for acquiring phone numbers for staff, departments, services, clinics throughout the enterprise

  - Which sources of data are most useful to operators currently?

  - What deficits are operators currently facing for data and what source could fill those deficits?

- Facilitate meetings between Parlance team and data team to arrange for automated feed from HR and/or other systems that contain names, departments, and phone numbers.

- Automating the updating of the directory ensures Parlance always has the most up to date relevant information which results in greater caller satisfaction.

- This is also cost saving as a resource is not required to manual maintain the directory.

- Automated updating ensures accuracy of the data and reduces the risk of human error.

Build a User-Friendly Experience for All Callers

The Parlance solution allows people to speak naturally to ask for what they need. To engage as many callers as possible, it is important to make it easy and quick for callers to ask for what they want. Avoid excessive messaging up front. The quicker the interaction, the more callers will be happy to use the self-service technology.

Best practices for designing call flows

- Speak with your operators and their leadership to understand the types of calls they handle throughout the day and identify what could be handled by a voice solution.

- Work with Parlance to create a simple and quick conversational interaction for callers, allowing them to speak naturally to ask for what they need.

  - Example for internal callers, "Who would you like to reach?"

  - Example for public callers, "Thank you for calling [facility name]. If this is an emergency, please hang up and dial 911. How may we direct your call?"

- Engage with leaders of high call volume departments, like Medical Records and Radiology, to determine how best to triage calls to these departments.

  - For example, asking if caller is a patient, provider or insurer may be appropriate for a call to Medical Records.

- Schedule daily or at least weekly review of the list of destinations that are missing telephone numbers and the list of names requested that are not in the directory. Parlance generates these lists automatically. Fixing these issues will improve overall performance of the service.

- Plan on phasing in changes as you identify and customize the workflow internally and externally to fit your unique operating environment, allowing you to deliver the best customer service and experience possible.

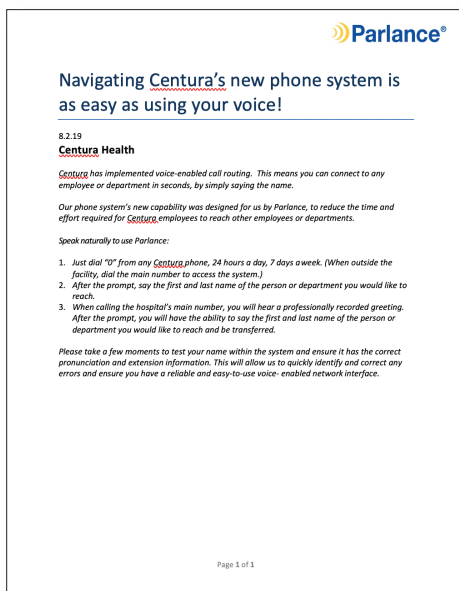# Create an Internal Marketing Campaign to Ensure Success

Parlance will share content, marketing materials, and tactical advice

Some examples below:

Mock smart speaker for cafeteria tables and employee common areas

Navigating your new phone system is as easy as using your voice

)))**Parlance**®

Now you can say the name of any Arkansas Children's Hospital employee or department and connect in seconds.

1. **Dial "0"** on any Arkansas Children's Hospital phone OR dial 501-364-1100.
2. **Say the name** of the employee or department you're trying to reach.
3. **Connect instantly.**

Arkansas Children's
HOSPITALS · RESEARCH · FOUNDATION

Large posters to attract attention. Smaller posters for elevators and employee common areas

)))**Parlance**®

Navigating Centura's new phone system is as easy as using your voice!

8.2.19
Centura Health

Centura has implemented voice-enabled call routing. This means you can connect to any employee or department in seconds, by simply saying the name.

Our phone system's new capability was designed for us by Parlance, to reduce the time and effort required for Centura employees to reach other employees or departments.

Speak naturally to use Parlance:

1. Just dial "0" from any Centura phone, 24 hours a day, 7 days a week. (When outside the facility, dial the main number to access the system.)
2. After the prompt, say the first and last name of the person or department you would like to reach.
3. When calling the hospital's main number, you will hear a professionally recorded greeting. After the prompt, you will have the ability to say the first and last name of the person or department you would like to reach and be transferred.

Please take a few moments to test your name within the system and ensure it has the correct pronunciation and extension information. This will allow us to quickly identify and correct any errors and ensure you have a reliable and easy-to-use voice- enabled network interface.

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Email communication content suggestions

EXCITING NEWS!

Now, calling into Arkansas Children's Hospital is as easy as using your voice

)))**Parlance**®

1. **Call** our main number – 501-364-1100.
2. **Say the name** of the department or staff member you are trying to reach.
3. **Connect instantly.**

Email graphics for employee communication

Best Practices for Internal Communication

Use multiple channels to communicate with hospital leadership and staff to introduce the concept of the automated directory.

- Identify your department(s) and the different names they would be called. (Include the various way staff refer to departments which may be different from how public callers ask for them.)
- Hospital newsletter
- Email to leadership – awareness
- Email to all staff – awareness
- Unit huddles
- Safety huddles
- Directors meetings
- Digital billboards

Use a variety of media to advertise the service.

- Posters
- Tent cards placed in relevant locations (See Parlance smart speaker format.)
- Digital screens in staff common areas
- Handouts

Hold a raffle on Go-Live

- Offer all staff the opportunity to enter a raffle if they use the service to call themselves or call extensions that they use often during their workday.
- All staff who make calls are entered into a raffle for coffee gift cards or other small gifts.

Create a feedback process for staff to report any issues or challenges using the service.

- Post an email address or voicemail box number for feedback from staff
- Let leadership and staff know that Parlance is continuously improving the service and wants feedback on any issues that callers are having
- Create a template response email to acknowledge issue and explain follow-up

Maintain ongoing communication to encourage use of the service.

- All staff emails – awareness – for first 2 months
- All staff calls to action emails – please report any issues with the service – first 3 months
- Hospital leadership emails – share stats that demonstrate value (financial and caller experience)

Hurdles and Pitfalls

Things to watch for:

- How calls are routed will vary depending on your audience, try and separate your logic as much as possible based on the caller being internal or external.

- Large departments can have their own unique call flow that might not be noticed upfront, work with your telephony team and identify your top 25 called numbers and what departments they go to. Then, engage leadership from these departments to discuss how best to rout calls to them (public callers, internal callers).

- TEST, TEST, TEST, engage your leadership in testing their departments and their workflow. Take their feedback and adjust the treatments and dialog to better reflect how they would like calls entering their department.

- Pronunciation is vital. Work with Parlance closely to review your staff and the pronunciation of their names. Some people have first or last names that can be pronounced differently depending on the person, some can go by shortened names and not legal names.

- Nicknames or aliases are common not just for people but for departments and nursing units, too!

- Culture is hard to change, so prepare to educate the clinicians and staff on how best to use the system. Approach the conversation with the context of Parlance being a new tool designed to make phone communication easier for everyone. Emphasize that Parlance is eager to know where improvement is needed.

- Prepare to round daily and ask staff how Parlance is working for them. Collect their feedback and see how best to put it into place.