

Installation Spotlight

Doctors Community Hospital



Doctors Community Hospital, a 219 bed, not-for-profit hospital in Lanham, MD, was experiencing call handling challenges due to overwhelming call load to operators. Callers were frequently frustrated by unavailable operators and long hold times. Facility operators also provided answering services to 300 doctor's offices and clinics in the surrounding communities, adding additional operator call load. The facility found it imperative to improve service levels for callers.

The Solution

After meeting with Parlance, Doctors Community Hospital chose to implement Parlance speech self-service solutions. Parlance partnered with facility resources to develop customized applications to improve service for callers and reduce operator call load. Parlance service engineers first tackled the development of a comprehensive enterprise contact directory – a critical component for self-service success. In addition to the development and management of this authoritative directory, Parlance also utilized its smartDialog™ technology to offer callers a simple, intuitive, and pleasing caller experience.

The Result

Self-service was initially rolled out to internal users only. The facility quickly realized the impact of the solutions, and services were then expanded to serve all callers – both internal and public. Callers are now greeted with a simple branded greeting and can immediately ask for their destination. They are quickly routed to specific destination requests (employees, staff, departments, etc.) while callers who are unsure of their destination are connected to an operator.

Within two months of installation, Doctors Community Hospital was able to reduce operator call load by 50-60% daily, allowing for annual operator services savings equal to 4X their Parlance investment. Additionally, operators now have the freedom to provide excellent customer service to callers needing their assistance, and also have more time to attend to answering service responsibilities.

“The Parlance service model and the dedication of their employees is remarkable,” says Dale Savoy, Telecommunications Manager at Doctors Community Hospital. “They’ve delivered everything they’ve said they would, and they’re constantly monitoring and refining the system to make it really work for us. Our callers are happy, our doctors are happy, and our executives and board members are happy. Parlance has been a complete success here at DCH.”