

Installation Spotlight

Arkansas Children's Hospital



Arkansas Children's Hospital, one of the largest pediatric hospitals in the U.S. and a top ranked facility by U.S. News & World Report, was experiencing caller experience issues in their scheduling centers. Callers were frustrated in dealing with a 7 option push-button IVR system, and it could take as long as 2.5 minutes to get to the appropriate resource. This resulted in a high number of opt-outs to agents, who spent an inordinate amount of time dealing with irate callers.

The Solution

The decision was made to implement a more advanced call handling solution to make it faster and easier for callers to get to the right scheduling agent or resource. Arkansas Children's Hospital's new CIO recommended that managers take a look at Parlance Speech IVR Service, due to positive experiences with the company at a previous facility.

"I was immediately attracted to the managed service aspect of the Parlance solution," says Lori McCauley, Director of Unified Communications at the hospital. **"I have previous experience in managing speech recognition applications and directories, and knew the level of effort involved would basically require another full time employee. The fact that Parlance applications come fully managed made it much more attractive than everything else we looked at -- including applications from our existing vendors Avaya and Spok."**

Parlance Speech IVR Service went live on Arkansas Children's Hospital's Specialty Care Scheduling line in August of 2016.

The Result

Parlance now makes it fast and simple for callers to get where they need to go in Arkansas Children's Hospital's scheduling centers. Instead of a 7 option IVR menu there are now no menus – callers just say what they need, and the solution interacts with them naturally. It takes less than 30 seconds for callers to reach the correct scheduling agent, and opt-outs to agents have fallen 81%.

The impressive results delivered by Parlance have led the hospital to explore additional applications for speech self-service within their voice network. In the next phase of deployment, Parlance will replace as many as 100 different departmental level IVRs and will also answer all public main numbers to deliver a consistent brand experience across the voice network.

"Parlance has been a great partner," explains Lori McCauley. **"From digging deep into caller behavior to actually listening to our needs, developing appropriate solutions, and managing all the nuts and bolts, I feel we're solving many of our existing challenges while preparing for growth and success in the future."**