

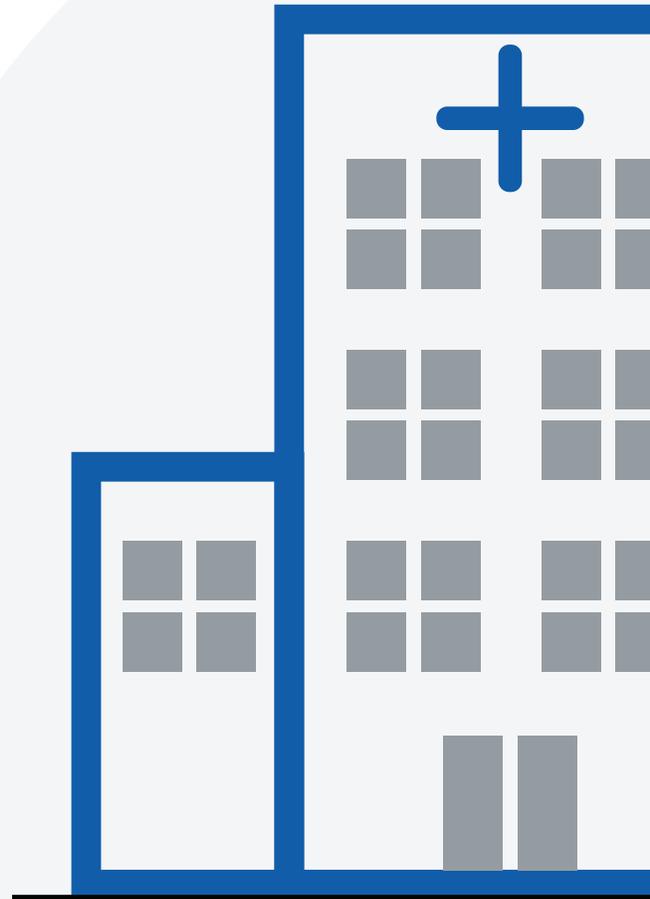
# Renown Health

Reno, Nevada

## Fast-Growing Health System Relies on Parlance to Improve the Patient Experience

**Parlance Speech-Driven IVR cuts call volumes to operators and agents in half, connects callers quickly and easily.**

Renown Health – the largest integrated health system in northern Nevada – relies on Parlance to tame its ever-expanding call volumes – bringing new efficiency and less stress to its busy call center. By implementing Parlance call routing solutions, Renown eliminated long wait times, raised caller satisfaction, and created ongoing cost savings. With Parlance in its call center, Renown is strengthening its reputation as a caring, high-touch health system. Parlance improves the patient experience today – and keeps Renown ready for continued growth tomorrow.



# Take a before and after look at Renown's busy contact center

The dozens of operators and schedulers in Renown Health's busy, crowded contact center in downtown Reno, Nevada used to dread coming to work on Mondays. Post-weekend call volumes put as many as 50 calls in their queues, so the red 'calls waiting' light blinked constantly, no matter how fast they worked the phones. And when they finally connected with a caller, much of their time was spent defusing angry patients who had been waiting on hold for a long time. The result? Stressed operators and schedulers. Long hold times. Frustrated callers. And dozens of complaints on patient surveys at the end of every month.



Fast-forward to today. The contact center is still busy, since Renown is experiencing double-digit growth. But it feels more peaceful and productive. Why? Renown recently partnered with Parlance to implement voice-driven call routing. Parlance Speech IVR in the contact center reduced Renown's PBX operator call volumes by 48%, and calls to its inbound schedulers/agents by an impressive 52%. And that's just the beginning of the monthly benefits that Renown is experiencing, thanks to Parlance.



\* Monthly

Now Parlance handles a broad range of requests from outside callers, employees, and others who don't require specialized assistance. Callers simply speak naturally and ask for what they want, and Parlance's advanced call routing gets them to the right resource, quickly and easily. Routine, repetitive calls no longer clog Renown's main number and medical group scheduling line. And calls from Renown's 6,000+ employees, which used to add to the call volumes (and stress) now go to a special internal line – with the calls handled automatically by Parlance.

With Parlance integrated with its call center infrastructure, Renown's operators and schedulers can concentrate on their real mission – adding value to every call by helping callers who need personal, expert attention. “A lot of people call Renown and know exactly what they want – and they expect automation from us,” explains Christine Wells, director of the customer care center. “With Parlance on our team, those calls go right through, quickly and easily. And now callers who need personal attention get it, since we have the time to talk to them.” Since their skills are being used more appropriately, agents feel more appreciated and valued, and that reduces turnover. The impact with callers is just as positive. “Parlance is definitely helping us improve the patient experience,” concludes Wells.

## Maintaining the personal touch

To Wells and other call center leaders, Parlance helps maintain Renown's legendary personal touch, which has fueled the hospital's phenomenal growth and popularity in its community. “We need to provide the same balance of technology-driven efficiency and focused personal attention that people are used to getting from the hospitality industry,” says Wells. “Sometimes the best approach isn't to connect a caller with a live operator. Hiring and training operators is really expensive and challenging – and doesn't necessarily guarantee better service levels. And more and more callers simply want to get where they need to go, without waiting to talk to a live operator.”

That said, the 140 operators and agents in Renown's call center continue to serve as a valued frontline with Renown's patients and the community – they just have less stress, more focus, and more time. “With Parlance in the contact center, our schedulers can take the time they need to focus on our patients,” says Amy Behbehani, training and development coordinator at Renown. “Their solutions have proven themselves, and Parlance has helped us make a huge cultural shift – one that helps us satisfy our customers, 24/7.”



**“Two weeks after we went live with Parlance, I walked into a senior executive meeting and before I could say anything, they were applauding.”**  
– Christine Wells

## What else is Parlance delivering to Renown?

- **Cost savings** – no need to hire new operators and agents
- **New efficiency** – operators and schedulers can do more
- **Short hold times** – now measured in seconds, not minutes
- **New insights** – Renown knows its caller communities better than ever
- **Scalability** – Renown is ready for even more growth, and new callers

Parlance worked closely with Renown at all levels to integrate speech recognition automation with its call center infrastructure. Together, the team resolved legacy directory issues, installed servers and gateways (TDM, to be replaced by SIP), tested the system, and launched the solutions without a single hiccup.

“The Parlance team’s level of engagement has been phenomenal,” says Tyler Morris, system administrator for call center applications at Renown, and project manager for the Parlance implementation. **“Hands-down, Parlance is one of the best teams I’ve worked with in my career. They truly want to be a partner with us. From Day One we felt their incredible sincerity and engagement.”**

## Delivering results – and inspiring positive change

Throughout the project, Wells and her team kept the senior executive team apprised of all progress in this high-profile project. “Changing how the call center works is a major shift, one that some people are bound to dig in and resist,” says Morris. “They need to know that we weren’t doing something wrong in the past. We just have the opportunity to do something much better.”

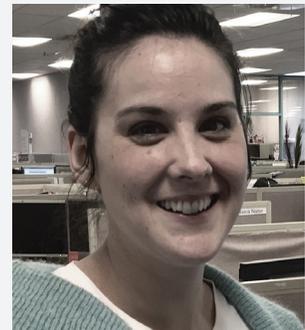
The result? “Two weeks after we went live with Parlance, I walked into a senior executive meeting and before I could say anything, they were applauding,” Wells recalls. “They knew that our call center was more efficient and that we were providing a much better patient experience. And that’s very exciting for everyone.”

From a bottom-line perspective, Wells is clear that Parlance is reducing costs and saving money. Among the direct savings, she cites the three agents she won’t need to hire this year, totaling approximately \$115,000. “It’s harder to put a dollar value on the long hold times that they’ve eliminated, which has saved us clients and patients,” says Wells. “Not to mention the relief that it has delivered to our agents. Our turnover rate will be less because we’re not burning out agents. I’ve estimated that on-boarding new agents costs at least \$7,000 each, so that’s a savings as well.”



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**– Tyler Morris**



**“I literally feel like Parlance is part of our company. They respond quickly to all our requests and anything we need taken care of seems to happen almost magically.”**

**– Amy Behbehani**

## Looking to the future

Parlance continues to partner with Renown Health to optimize call handling for even greater efficiency. After all, one of the strengths of Parlance's managed service solutions is that they continue to learn, evolve, and improve over time. The success of Parlance solutions within Renown's main call center is inspiring other groups within Renown to take a closer look at how they can use it to improve their call handling – and the patient experience.

### Why Did Renown Health Partner with Parlance?

 <p><b>Proven Technology</b> that enhances the patient experience.</p>	 <p><b>Intelligence</b> virtual operators, not call trees.</p>
 <p><b>Extensive Expertise</b> in caller behavior and call handling.</p>	 <p><b>Integration</b> of shifting patient locations.</p>
 <p><b>Leadership</b> during implementation.</p>	 <p><b>Fast Response</b> to questions and issues.</p>
 <p><b>Ongoing Tuning</b> that continues to perfect the system.</p>	 <p><b>Future-Proof</b> a flexible, expandable platform.</p>

Renown Health is just one of many thriving health systems that rely on Parlance to revolutionize call handling with new efficiency. To find out more about Parlance and adaptive speech automation, contact:

#### **Parlance Corporation**

**400 West Cummings Park, #2000**

**Woburn, MA 01801**

**T: 888-700-6263**

**E: [info@parlancecorp.com](mailto:info@parlancecorp.com)**

**W: [www.parlancecorp.com](http://www.parlancecorp.com)**

