



Medi assist is one of India's largest TPA serving large enterprise clients for their healthcare services, based out of Bangalore.

Business challenge – Medi Assist runs third party assurance services for over 50 large enterprise clients. Their goal is to ensure hassle-free, accessible and affordable service to each of their customers. Before choosing Ozonetel's cloud call center solution in 2013, they were using a legacy PBX system with their own telephony setup of owned PRI connection. Significant challenges faced were

- Managing multiple campaigns efficiently while simultaneously optimizing the agent productivity. In this case, agent are not allocated as per campaign and have to handle multiple clients and are classified skill-wise.
- Ensure the system has a minimum downtime as the sector being covered is healthcare benefits
- The call center solution should be flexible enough to scale up or down depending on business needs.
- Capture customer mood for every call to improve overall CSAT

Medi Assist on Ozonetel – Ozonetel deployed an on-premise solution to enable Medi Assist to continue with their current telephony setup with owned PRIs.

- Over 50 campaigns are successfully running on the solution
- Advanced call center features of queuing, giving priority, announcing queue positions was implemented to ensure a high level of customer satisfaction
- Every call is transferred to the “Feedback IVR” to capture immediate response on the resolution quality. This is being extended further with a missed call functionality to enable feedback capture at a time suitable for the customer
- Ozonetel’s 24 x 7 support for over 4 years has been well appreciated by Medi Assist

Impact of using Ozonetel

- Time bound call routing option has helped call flow scheduling easy
- During BCP scenarios – routing calls to other branches and mobile nos.
- Have option to enable the “Auto Answer mode” has improved the agents performance.
- Queue monitoring is possible even outside the office
- Predictive dialling being used in manual campaign
- Exclusive IVR configuration facility