



INDUSTRY:

HEALTHCARE

The healthcare industry, amid the current COVID-19 pandemic, is scrambling for resources—be it raw materials, manufacturing machines, qualified personnel or proper infrastructure. In a time when one can't physically visit a hospital or a health centre, technological support can certainly be a game-changer.

Given the current situation, prompt virtual assistance can genuinely save someone's life. And, with the number of cases on the rise again, seamless communication becomes an inherent need.



The Result

Servetel was able to serve Gramin Healthcare Pvt. Ltd flawlessly for its novel requirements. After deploying our solutions:

- ❖ Gramin Healthcare is able to deliver pan-India medical help to patients in a variety of languages, ensuring personalised care to all
- ❖ They delivered superior quality of service because trained medical staff is supervising and tracking all calls and issues
- ❖ They could organise the calls based on the physical location of each caller

Services Used



Virtual Mobile Number

Eliminate Setup Cost, More than Just a Number, Geographic Flexibility, Call Tracking Dashboard



IVR

Auto-attend Incoming Calls, Boost Agent Productivity, Handle High Call Volumes



Bulk SMS

Instant Delivery, High Conversion Rate, Right Target Audience, Customisation Flexibility

The Problem

Gramin Healthcare, the first primary healthcare service provider for rural India, provides farmers and rural communities access to better health infrastructure. To streamline their communication, this healthcare service provider was looking for a solution that could differentiate the callers based on geographical location. They wanted a solution that could:

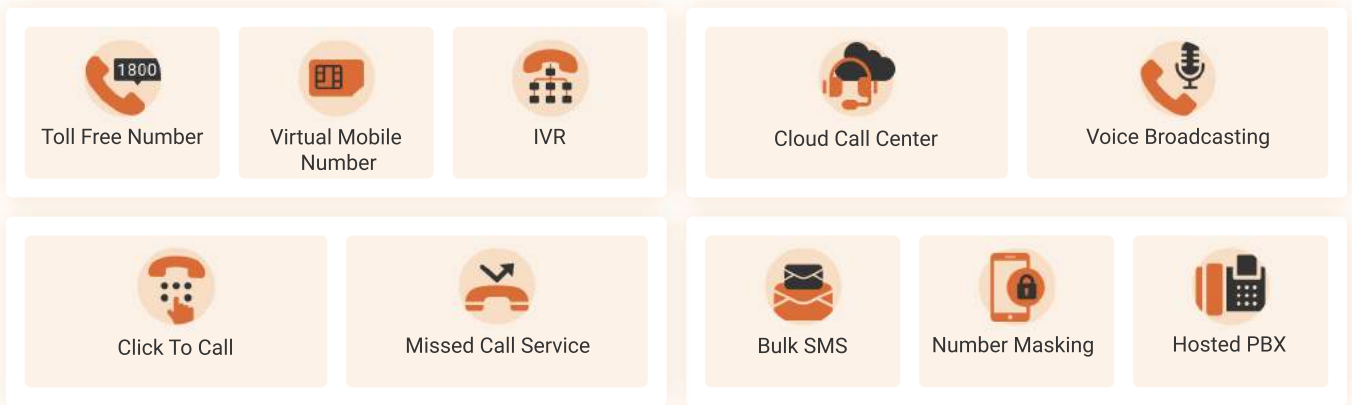
- ❖ Label and route calls based on the caller's geographical location
- ❖ Segregate patients, nurses and doctors on the basis of location as well
- ❖ offer an IVR to choose states and languages preferred by the callers (patients)

The Solution

Servetel offered a calling strategy that smartly routes calls to the right personnel and optimises call flow.

- ❖ Three virtual numbers with multi-level IVRs with inputs for different geographical zones (north, south, east, west), sub-categorised into states
- ❖ Call routing facility to route callers to the nearest medical centre. Especially one that offers consultation in their native languages
- ❖ Call conferencing facility for nurses and medical staff to contact doctors after performing a preliminary exam on the patients
- ❖ Call barging for better consultations and improved service delivery

Our Services



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