



## HEALTHCARE SaaS CASE STUDY SUMMARY

June 2018

**Emerging Global Services (EGS) implements scalable contact center and A.I. platform for growing Healthcare Communications SaaS Provider.**

*The EGS technology, combined with highly trained call center representatives in Hermosillo, Sonora, Mexico, implemented Voice-to-Text solutions for the healthcare communication needs of doctors, nurses and patients at 150,000 hospitals and clinics nationwide.*

### **The Challenge.**

Find a lower cost labor and technology solution with healthcare certifications (Security and HIPPA) and well-trained employees, which can process a high volume of complex, phone-based clinical communication calls into accurate and succinct text messages distributed across a SaaS platform.

### **The Solution.**

Contract with an experienced (Healthcare industry) call-center provider (Emerging Global Services) located in Hermosillo, Sonora, Mexico (Nearshore) where high quality, English speaking labor is widely

available at significantly less cost than in the U.S.A. The labor is exceptional when compared to call-center employees in the U.S. For example, almost all EGS employees have two or four-year college degrees which is not common in the U.S. market. In addition, most EGS employees have either lived in, or regularly visit, the U.S. Lastly, EGS employees are highly trained on a daily, weekly, and monthly schedule, creating a more efficient labor force at less cost than in the U.S.

In addition to quality labor, EGS has rolled out an Artificial Intelligence (A.I) “Machine Learning” tool which, overtime, will duplicate many of the standard calls currently handled by live agents. This will reduce costs further and improve quality and the efficiency across the SaaS platform. This platform is being rolled out over the next 24 months to reduce labor costs, increase efficiency and improve quality and speed of service for medical and healthcare professionals, thereby improving the speed of service for their patients.

### **The Results.**

- Reduced clinical communication labor costs by 42%.
- Reduced employee turnover (attrition) within the phone-based clinical communications team by 20%.
- Improved the speed of healthcare and clinical communication across the SaaS platform user base, resulting in faster and more efficient provider and patient communications across the continuum of care. This has resulted in a 14% reduction of time and expense, thereby improving the safety and care of patients.

### **More about EGS.**

Emerging Global Services, LLC (EGS), based in Phoenix, Arizona, USA is a Business Process Outsourcing (BPO) provider delivering innovative technology and labor services from emerging markets worldwide (USA, Mexico, Africa). The EGS solution delivers cost savings by leveraging our high quality, lower cost of labor and technology solutions, for any Healthcare SaaS provider, serving doctors, nurses and patients across the healthcare continuum.

SaaS providers require a multi-channel customer communications strategy when it comes to support. While voice-related service is the most common channel of support in healthcare, customers using SaaS applications prefer instant access to Chat, Text, Email and even Video within the application itself, or from Social Media pages and traditional Web and Mobile interfaces. EGS delivers cloud-based multi-channel solutions that fully integrate with most applications on the market, delivering a 360-degree view of your customers activity via robust reporting, Artificial Intelligence (A.I.) and data analytics, all in real time.

Learn more about EGS here: [www.emergingglobal.com](http://www.emergingglobal.com)