GLOBAL
Help Desk Services

Shining a Spotlight on Healthcare Help Desk Solutions

Executive Overview

Challenge

- **Resolve technical issues efficiently and accurately in a timely manner.**
- **Transition all help desk services in house without any disruption of service.**

Solution

- **Responsive customer service.**
- **Strong knowledge base.**
- **More efficient escalations.**

Results

- **Calls answered in under 1 minute, 24 hours a day.**
- **Abandoned calls; less than 5%.**
- **Help-desk-resolvable incidents: above 75%.**
- **Customer satisfaction: above 90%.**

A 414-bed acute care community teaching hospital with two campuses providing comprehensive inpatient and outpatient services in general medicine and surgery and a wide variety of specialties.

With over 7,000 staff members and 1,000 physicians, the hospital is dedicated to providing each and every patient with the highest-quality health care available anywhere by committing to the highest standards of clinical care and customer service.

Recognized on a global scale for its reputation in providing excellent care, education and research, it host one of the most-advanced medical simulation training centers in the world – supplying access to the region's largest robotic surgery centers.

Business Challenge

In healthcare environments today, providers are challenged to deliver optimal patient care as quickly as possible, at the lowest cost possible. For the hospital, it becomes paramount to be able to answer questions and resolve technical issues efficiently

and accurately, so that providers can return to patient care immediately. As a result, healthcare organizations are showing greater scrutiny than ever before in the help desk solution they choose.

Add to this an increasingly consolidated landscape, and the help desk solution takes on a new layer of complexity. In this case, as a regional healthcare network had recently made the decision to transition all help desk services in house. The transition process, however, is proving to be a substantial challenge.

Global Help Desk Services (GHDSi) currently provides help desk outsourcing services for one hospital within this larger network. A true partner, GHDSi is helping the hospital throughout the transition process to ensure performance standards continue to be met and the hospital's customers receive no disruption of services.

Solution

GHDSi's success within a healthcare organization boils down to three factors:

1. Responsive customer service. When a healthcare provider calls a help desk, the call may be taking time away from direct patient care. This is not only stressful for the caregiver, but also potentially dangerous for the patient. GHDSi understands the urgency of the situation and delivers a compassionate, proactive approach that immediately alleviates the customer's anxiety and ensures their confidence that the issue will be resolved quickly.

2. Strong knowledge base. GHDSi has years of experience in healthcare settings. Its staff are skilled at leveraging the information the client has provided to quickly and accurately identify technical issues and guide troubleshooting conversations, leading to more timely resolutions. This also shortcuts the need to escalate issues to Tier 2 staff prematurely.

3. More efficient escalations. Because GHDSi staff make a point to ask the right questions upfront, should an issue need to be escalated, Tier 2 staff find at the outset they are much better prepared and can immediately move forward. This further improves efficiency and customer satisfaction.

Results

GHDSi has delivered service and metrics that far exceed the results other organizations in the network have seen.

- Calls answered in under 1 minute, 24 hours a day

- Abandoned calls: less than 5%

- Help-desk-resolvable incidents: above 75%

- Customer satisfaction: above 90%

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According to hospital's Site CIO, GHDSi has done a tremendous job all around. "They understand the way healthcare organizations work," she says. "They are very open and transparent, and they've very proactive with their communication. They are always at the table with us, and they are always looking for ways to improve their service for us."

Because of this outstanding performance, the hospital is currently exploring ways to continue to partner with GHDSi despite the network's transition to in-house services. As the Site CIO explains, "We want to make sure that we're connecting and that folks in our local community are being provided with a good partnership with their healthcare organizations."

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