

Case study

A healthcare technology services provider that supports the growth of medical clinics, aimed to enhance their CRM as it was burdened with outdated unresolved customer inquiries that hindered effective communication and service delivery.

The Challenge:

The client needed a robust system to manage old customer inquiries within their CRM, such as:

- Prioritizing unresolved customer enquiries over 30 days and automatically communicating to those without recent contact.
- Providing proactive communications for technical issues like telephony service outages.
- Automating transactional customer support for straightforward inquiries like payment or password resets.
- Implementing auto QA and real-time agent assist would be a significant advancement.

The Approach:

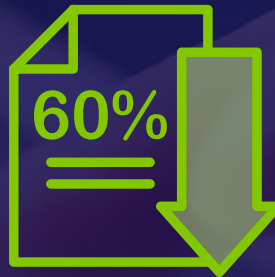
Following the Acquire.AI consulting framework, we embarked on a multifaceted approach to diagnose the root cause of the delays in responses and strategies to improve the communication:

- Conducted a CRM audit to assess and categorize aged inquiries based on urgency and importance, as recommended by industry benchmarks.
- Design targeted communication strategies to proactively inform clients of technical issues, following models that emphasize continuous engagement and environmental control.
- Developed intelligent assistance capabilities for transactional support using AI.

Our Solution:

- Developed business rules within the CRM to classify and prioritize aged inquiries, flagging cases with no contact within 48-72 hours, and tailored alerts based on customer interaction history and product usage.
- Created a monitoring system to detect error codes, indicative of telephony service disconnections, triggering automated customer notifications and the reconnection process.
- Integrate a responsive AI virtual assistant capable of handling routine support tasks such as payment inquiries and password resets, freeing up staff for more complex issues and allowing instant customer assistance.
- Implement an automated contact center QA system to capture the insights of all interactions to drive product direction.

The Outcome:



Reduced the backlog of aged cases by 60%, ensuring timely follow-ups.



Cut down the incident resolution time by 45% due to proactive technical support automation.



Achieved a 30% reduction in the workload of customer service agents through the AI-powered support assistant.



Improved quality assurance coverage to 100% and providing the product management team with insights into customer interactions.

Elevate your service delivery with our cutting-edge CRM solutions. Contact Acquire.AI now to transform your customer engagement and streamline operations for unparalleled efficiency.