



Texas ENT Capitalizes on Missed Calls With Overflow Automation

Background

Texas ENT Specialists receive hundreds of daily calls from patients with scheduling inquiries as the primary ENT resource of the greater Houston area. Texas ENT became increasingly short-staffed due to the COVID-19 pandemic and saw call volumes rise to an unmanageable ~100 daily missed calls, a direct correlation with a missed opportunity for additional revenue.

Solution

To solve these problems, Texas ENT teamed up with Phase Zero to establish an automated SMS messaging system that would text a "callback form" to patients who called while phone lines were at capacity. The form was created by Texas ENT using Phase Zero's no-code form-creation interface to record the patient's reason for calling and their callback information.

Phase Zero stores the form responses in a HIPAA-compliant task queue for the call-center receptionists. Tasks are automatically assigned to receptionists to address before the end of a business day. During low call volume periods, call center receptionists can call back individuals and ensure they receive the attention required.

Being able to utilize this platform in our day-to-day clinical operations has helped us improve outcomes for patients and streamline clinical workflows.

Dr. Ryan Neilan, Texas ENT Specialists

Features

Performance Tracking With Custom Data Analytics

Texas ENT leveraged Phase Zero for call center performance tracking. Custom metrics, such as average time to complete, allow Texas ENT's leadership team to gain valuable insight into call center performances and set baseline values for analysis. Phase Zero increases visibility toward shifts in business performance, such as decreased cancellations of appointments and no-shows.

Customer-Centric Design

With an intuitive drag-and-drop interface, Texas ENT quickly built and launched their caller overflow workflow and can make edits at a moment's notice. Most importantly, the patient experience has improved, and patients are no longer waiting on hold to speak to their provider.

Seamless Integration

Your technical teams don't have to worry because we take care of the integration. Our enterprise-class platform and team of technical experts leverage your existing systems, customize the platform to your brand, and provide turnkey implementation, support, and training.

About Texas ENT Specialists

- Texas ENT Specialists is a leading ENT clinic in the greater Houston area
- With 15 locations, the facility logs 150,000 to 200,000 patient visits every year.
- www.texasent.com

Goals

- Overcome short-staffing issues in call centers caused by COVID-19
- Retain callers when phone lines are full
- Gain insight into overflow traffic and callback performance

Approach

- Automate sending SMS messages to overflow callers containing a call-back form
- Record form responses in a HIPPA-compliant task queue
- Auto-assign tasks in the queue to receptionists for same-day call-back

Results

- 90% of missed calls are converted to appointments on call back
- Improved call center efficiency and faster cancellation notices
- Established baseline values for call center performance tracking
- Increased revenue resulting from more appointments scheduled and reduced no-shows