ConnexAI

Optegra
EYE HEALTH CARE

Improving customer satisfaction and agent productivity

Helping open Optegra's eyes to the importance of omnichannel engagement

Who is Optegra?

Optegra is an industry leading ophthalmology healthcare provider that supports public and private patients with laser eye surgery and lens replacement, to cataract and medical treatments. It operates 30 clinics across the UK, Poland and Czech Republic. We chatted to Ola Spencer, Group Operations Director for Optegra to hear more about their long-standing partnership with ConnexAI.

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Ola Spencer

Group Operations Director at Optegra

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What Optegra says about us

What growth and changes have you seen throughout Optegra's partnership with ConnexAI?

We've been working with ConnexAI for several years. When we started working together our call centre team was very small - only a few people - but recently we've created a customer engagement centre supported by the ConnexAI platform. This was because we wanted to support patients from the beginning of their journey, when they initially reach out to us, and throughout the moments when they need post-surgery care.

How does ConnexAI's omnichannel solution help Optegra provide the best customer care?

About two years ago, we were only able to engage with patients through traditional methods like phone and email. Now, we've shifted to multichannel engagement from initial online booking, through to calls and virtual consultation. We've also created a virtual clinic team that engages with patients via video consultations and supports them through their journey. We also minimise the amount of physical touchpoints with patients, enabling them to engage from the comfort of their own home, to have a consultation and answer any questions they have, at any time.

Has virtual engagement positively impacted your customers?

Absolutely. We're now able to see patients throughout their whole customer journey. We know how they came to visit Optegra, how many times and their preferences in terms of engagements.

What are the benefits of having a Cloud-Based System for you at Optegra?

Having a cloud-based system makes our lives much simpler from an IT perspective. We are now able to push the business requirements with technology so much quicker.

ConnexAI : Optegra Testimonial

"We're able to utilise the whole analytics suite behind ConnexAI to understand customer preferences and what their expectations are throughout that journey. "

Ola Spencer

Group Operations Director at Optegra

ConnexAI

How does ConnexAI help you measure success and productivity?

It was very important to understand what we needed to have in place to support patients. Flexible engagement - from inbound to outbound, clinical to virtual assessment - is essential and it's really important for us to understand the productivity and engagement time that our teams are spending on that. We've been able to conclude the volume of calls that we have, what times patients expect us to engage in the day and how we can increase conversion - something that we've greatly improved by using the ConnexAI platform. Overall customer satisfaction has increased by 15%.

How has ConnexAI personalised its solution for your business?

With ConnexAI we've been able to integrate text message - something that's an integral part of our customer experience - to have individual conversations with patients to find out their expectations, what they need to do before appointments, or change and cancel bookings. Whereas before, the team had to call and try and catch patients on the phone, and now they can text at any point.

How would you say the quality management and reporting has led to more efficiencies or better productivity?

At a strategic level it's been excellent. We've been able to look at the conversion rates to understand things like how many medical pre-assessments we're finishing and can provide for our patients in a given day, what the productivity is, how many touchpoints we've had with patients, and how successfully we are in responding to their queries. The reporting suite really allowed us to optimise the business model and the set-up in the customer engagement centre.

How do your agents find using the platform?

The switch to the platform was really easy. Another big change was the move to working from home rather than an office, which is something ConnexAI offers with engagement from any place. The onboarding was fairly quick and the platform is very intuitive. The agents can also see their performance, helping them understand where they need to improve.

ConnexAI

" We're able to utilise a lot of reporting from ConnexAI - not only from a strategic level but operational and down to individual agent level. It helps us to identify and understand productivity, with us increasing productivity levels by 20% for some team members. "

Ola Spencer

Group Operations Director at Optegra

ConnexAI

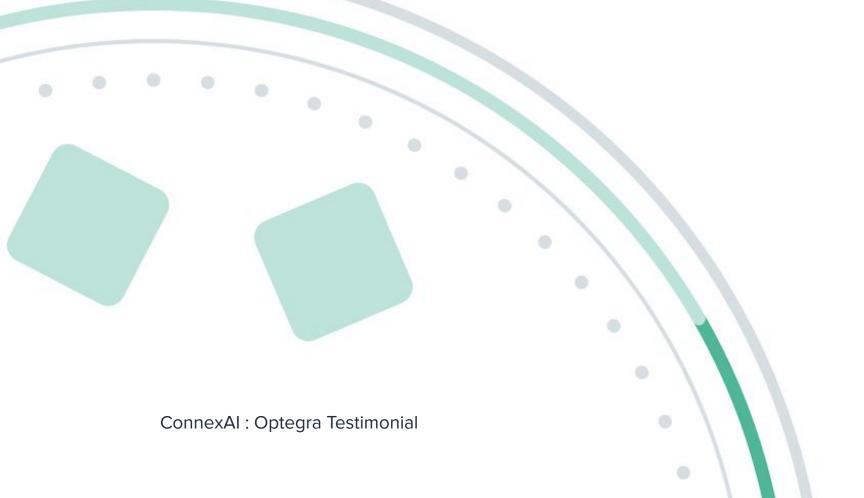### How has it been working with the ConnexAI team?

What's been great with ConnexAI is that the company provides the full service. From account management, which has been excellent in helping us understand the platform and how we can leverage it and align it with our business model, to technical support to see how the platform can be flexed up and down to meet Optegra's needs.

What does the future hold for the ConnexAI and Optegra partnership?

We're really looking forward to improving and accelerating further development. We've built an excellent base lane with ConnexAI and omnichannel engagement, but in the future there's great potential for artificial intelligence. We're looking to leverage AI to help improve, optimise and train our agents to respond to queries much faster. The other element is further engagement via WhatsApp and social media. Because while within the cataract pathways our patients are often aged 80 and above, in laser refractive, we have much younger patients who are engaging via social media nowadays. We want to be able to provide that, so it'll be a future role of our partnership with ConnexAI.

What would you say to someone considering ConnexAI as a customer engagement software?

ConnexAI is excellent in supporting a customer engagement centre. It gives great omnichannel engagement, and reporting at a strategic and very detailed analytical level. If you are a business where strategically a call centre is at the heart of your operations, the ConnexAI platform is excellent at being able to provide that.

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It's helped us understand how we can optimise, improve and streamline our operations and business model to align with the current market conditions.

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Ola Spencer

Group Operations Director at Optegra

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To learn more about how ConnexAI
is helping businesses to
overhaul their customer journeys

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