

CASE STUDY



ART Fertility Clinics

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www.artfertilityclinics.com



OVERVIEW

ART Fertility Clinics is one of GCC's leading and reliable fertility clinics. The Foundation of their fertility clinic was laid in 2015 in Abu Dhabi. After the fertility clinic's success in Abu Dhabi, the clinic expanded its branches to Muscat and Dubai.

ART Fertility Clinics have ever since been popular among IVF specialists and embryologists and have been helping to deploy the finest healthcare facilities for the soundest healthcare solutions across Human Reproductive Medicine treatments.

ART Fertility Clinics is looking to expand its operations and open 25 new clinics across Southeast Asia, Europe, and India. It aims to leverage technology to overcome the challenges during its course of expansion and growth.

THE CHALLENGES

Even though ART Fertility Clinics offered best in class healthcare solutions, it was still suffering with some operational and business challenges.

- A lot of instances of missed appointments exhibited that the ART Fertility Clinics were failing to notify, remind and follow up with patients and doctors on their appointments.
- They also needed an intelligent and automated messaging system to help patients throughout their customer journey and notify them on events like booking and cancellation of appointments.
- They were also looking for a messaging system that could offer conversational messaging that also works well with Salesforce that can manage patient and doctors records and help them with booking and managing their appointments.
- ART Fertility Clinics also struggled with maintaining and tracking conversations and commitments to customers, history of conversation was missing with the timestamp.
- There was also no pipeline setup to gather and work on customer feedback and to provide customers with after sales services.
- The clinics also needed to manually share summary and solutions of the problems with customers after their service phone calls to deliver a better customer experience.

SOLUTION

- Communicat-O leveraged the CRM running for ART Fertility Clinics to drive sales and customer experience towards efficiency and rewarding.
- We implemented Communicat-O's unified inbox feature for social media and messaging platforms like Facebook and WhatsApp.
- Communication pipelines for all customer journeys through pre approved templates were also designed and implemented.
- Communicat-O also aligned the clinics with intelligent and automated conversational messaging which could cover up for a lot of manual tasks like managing appointments.
- Communicat-O also offered conversation history across platforms with timestamp for better understanding our consumers and delivering personalized services.

IMPLEMENTATION FLOW

The implementation flow by Communicat-O for ART Fertility Clinics incorporated data model structure creation and BRD discussion. We also implemented various modules according to the Agile method for messaging needs and requirements. Some of these include:

- Notifying patients on successful booking of an appointment with important details like date, time and location in a pre approved message template on the messaging platforms of choice (popularly WhatsApp and SMS).
- Reminder messages at set intervals before the appointment to decrease the turnaround rate of patients- ensuring high efficiency of the business.
- Notifying patients on the appointments missed, sharing invoices and asking for feedback-basically covering all the important interactions in a customer journey.
- Missed call notifications if the customer is unavailable/or has missed calls.
- Conversational booking and modification of appointments for better management of resources.



ECOSYSTEM BREADTH DEMONSTRATION

After every sprint and UAT conducted, we offered comprehensive User and Admin Training across the platform to show how a feature and function can be used more effectively to increase efficiency. Furthermore, we also helped with digital engagement to boost customer engagement and eventually retention and uplift the customer experience.

RESULTS

Communicat-O helped the ART Fertility Clinics achieve the following results-

- Easy, efficient and intelligent conversational interaction with patients without any manual intervention saving resources for the business.
- Sent, read receipts and conversational history across platforms was now trackable for personalization and better lead management.



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