

**HEXAWARE**

# Omnichannel Contact Center Solutions for an NEMT Provider

Enhancing member experience and operational efficiency through comprehensive omnichannel support.

---

**Case study**

---



# Client

## | Client

Challenge

Solution

Benefits

Summary

Our client is a non-emergency medical transportation (NEMT) service provider, serving nearly 24 million members and delivering over 63 million trips annually through around 300 customized programs.



# Challenge

Client

| **Challenge**

Solution

Benefits

Summary

The client faced several challenges that needed strategic intervention:

- Need for a strategic partner to help in business growth and provide support in multiple languages (English, Spanish, Russian, Creole, Cantonese, and Mandarin)
- High attrition rates among multilingual agents
- Spike in call volumes and trip requests via digital mediums during certain hours and days in the week
- Need to improve customer service and decrease member complaints through proactive communication
- Reduction of member no-shows
- Lack of chat support catering to the younger demographic of caretakers

The client faced high **multilingual agent attrition, fluctuating call volumes, and inadequate proactive communication**, leading to frequent complaints and no-shows.

# Solution

- Client
- Challenge
- Solution**
- Benefits
- Summary

To address the client’s challenges, Hexaware’s scope included:

- Acting as a global partner to improve access to care, reduce missed/delayed trips, and decrease member complaints
- Providing inbound and chat interaction support for member reservation and ride assistance

- Offering multilingual support in English, Spanish, Russian, Cantonese, Creole, and Mandarin
- Support for Genesys CCaaS (contact center as a service) for proactive customer communication

We implemented a comprehensive solution to meet the client’s needs:

**24/7 Omnichannel Support:** Provided email, voice, and chat support, along with access to self-service through multilingual chatbots/voice bots and smart interactive voice response (IVR) for members, complemented by comprehensive AI-enabled agent assistants.

**Proactive Activities:** Sent reminders to both members and drivers to manage the estimated time of arrival (ETA) on-ground, monitored trips, and managed delays, leading to a reduction in the number of follow-ups, complaints, and no-shows.

**CCaaS Support:** Enabled the deployment of Genesys features.

**Optimized MARA Conversational IVR:** Integrated Gen AI and data with the MARA chatbot for enhanced interactions.

**Analytics-based Outreach Program:** Improved ride booking with patients and ensured adequate staffing through the weekend.

**Enhanced FCR:** Enabled a 360-degree view of members for agents to improve first-call resolution (FCR).

We implemented a **24/7 omnichannel support system with multilingual chatbots, smart IVR, and proactive member reminders** to enhance operational efficiency and communication.



# Benefits

- Client
- Challenge
- Solution
- Benefits**
- Summary

The implementation of our solution provided significant benefits:

- **Cost Reduction:** Set up a global transformation center of excellence (CoE), resulting in an overall cost reduction of over 25% after the first year.
- **Shift in Traffic:** Reduced the percentage of voice traffic versus digital from over 90% to less than 65%.
- **Improved Resolution and Automation:** Increased by 25%.
- **AHT Reduction:** Our omnichannel call center solution reduced the average handling time (AHT) by 20%.
- **Enhanced FCR:** Improved by 15%.
- **Minimized Escalations:** Reduced to under 1% as against a KPI of 2%.



The transformation led to a 25% cost reduction, a significant shift from voice to digital interactions, and improved service metrics, including reduced AHT and enhanced FCR.

# Summary

Client

Challenge

Solution

Benefits

| **Summary**

Our client, a prominent NEMT service provider, struggled with high multilingual agent attrition, fluctuating call volumes, and inadequate proactive communication with members, leading to frequent complaints and no-shows. By implementing robust omnichannel contact center solutions, including 24/7 voice and chat services, multilingual chatbots, and Smart IVR, we significantly enhanced their operational efficiency and member satisfaction. Proactive reminders and optimized IVR systems further streamlined their processes. The shift from voice to digital interactions and a global transformation center of excellence (CoE) led to substantial cost reductions and improved service metrics. The overall transformation reduced operational costs and elevated the quality of service, ensuring a better experience for the members.

Our comprehensive omnichannel support significantly **improved the client's operational efficiency and member satisfaction, resulting in substantial cost savings and elevated service quality.**



## About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world.

We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate. With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

Get in touch