

# CASE STUDY

## Sparks Health System— Fort Smith, AR

*Sparks Health System serves a ten-county area with a population of over 250,000 in western Arkansas. Its call center handles an average of more than 20,000 calls per day; many of which are now processed without operator assistance via Amcom speech recognition technology.*



## Putting Speech Recognition to Work

### The Challenge

Operators at the Sparks Health System call center were increasingly burdened with requests for staff/employee extension numbers. Such directory look-up calls were increasing the wait and hold times for callers while potentially compromising operators' ability to respond to critical calls and other complex requests.



### The Sparks Health System's Objectives

- Reduce average answering time by offloading directory look-up calls from operators.
- Make all employee and department extension numbers readily accessible through an automated system.
- Make sure the new system was easy to use by physicians, medical staff and external callers.
- Install the new system quickly and with minimal changes to Spark's existing computer telephony integration system.

### The Solution

Sparks Health System selected Amcom's Smart Speech™ Directory software to automate the processing of directory look-up requests. Amcom installed the Smart Speech directory module seamlessly into Spark's CTI system, tying directly into Spark's existing 4,600-record directory database.

### The Results

- Average waiting time for queued calls has dropped from 9 seconds per call to 7 seconds per call.
- Average call processing time has also dropped significantly.
- Spark's call center now handles a greater volume of calls using the same number of full-time operators.
- Callers can connect to the Smart Speech directory immediately to make hands-free requests (no touchtone required) and hear the requested extension number before being transferred.

### Sparks Health System Comments

*Marvin Thomas, Manager of System Telecommunications and Mail, Sparks Health System:*

"Smart Speech has helped us more than any call center technology we've ever deployed. Any employee in our network can be connected automatically just by dialing the Smart Speech extension and saying a person's name or a department."

"Our operators used to be overloaded with directory calls. Since implementing Smart Speech, we've reduced their workload tremendously."

"Smart Speech actually gives callers the number before it connects them, enabling them to make a note of it and call directly next time. An operator simply couldn't take the time to do that."

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“Reducing average call processing time by two seconds is incredible, when you multiply that by 20,000 calls per day. And in the case of a critical call like a code blue, two seconds could make a difference in somebody’s life.”

“Once we saw the ease of use of this system and how it would tie in to the information we already had, the decision was easy. The installation went without a hitch, and it worked perfectly right out of the starting gate.”

## Amcom Products

**Smart Speech™ Applications** enable you to process a majority of routine requests—such as directory assistance, messaging, and paging— independently of a live operator or touchtone.

**Smart Web Applications** enable any authorized employee to look up directories, send pages, and view and schedule on-call assignment via the Internet.

**Smart Center Relational Database** helps administrators maintain up to date information to keep your call center operating accurately and efficiently.

**Smart Console Attendant Workstation** integrates with your phone system to provide directory, paging, patient information and on-call scheduling in one workstation, allowing agents to process calls with just a few keystrokes.

**Directory Services** are available enterprise-wide to help Smart Console attendants locate health-care professionals quickly and accurately.

**Operator Saver™** provides automated greetings and salutation in the attendant’s voice.

**Voice-Assisted Transfer** announces the number to which a caller is being transferred so they may dial directly in the future.

**Smart Park** allows operators to type in a caller’s name and other notes when parking a call, and enables any operator in the group to view the information to finish processing the call.

**On-Call Calendars** enable authorized employees to view and change on call assignments via phone, Smart Console and/or WEB.

**Intelligent Paging** operates transparently to attendants, delivering in-house and area-wide pages quickly and accurately.

**Meet-Me Paging** provides physician-to-physician paging without attendant intervention.

**Physician Referral** enables operators to manage physician referrals with the same system and database used for other call center activities.

**Administrative Monitoring and Reporting** provides real-time monitoring of call center activity and reporting procedures, including call statistics and messaging activity.



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