

How Ozonetel's call automation helped Dr Lal PathLabs manage the surge in post-pandemic call volumes.



COVID specific
Multi-level IVR



3000 outbound calls with
limited agents



Secure calling with
virtual numbers

About Dr. Lal PathLab:

Dr. Lal PathLabs Ltd., incorporated in the year 1995, is a leader in the diagnostics space and has operations all over India.

Challenges:

When the world came to a standstill due to COVID-19, it was challenging for the Dr. Lal PathLabs team to carry out testing and patient support activities. It was incredibly complicated due to the corona-virus-induced lockdowns and unprecedented spike in incident-driven call volumes. Dr. Lal PathLabs team decided to automate as many queries as possible to better serve a large number of customers.

How Ozonetel helped?

Dr. Lal PathLabs association with Ozonetel goes back to 2016, when the former was evaluating a scalable call center software solution to cater to the growing customer base. So, when in 2020, the pandemic broke out, it relied on its trusted vendor's capabilities again and Ozonetel didn't disappoint.

The first objective was to reduce the ever-growing call volumes. Dr. Lal PathLabs decided to tap into Ozonetel's flexible, robust IVR technology to quickly offer an effective self-service solution to their customers.



Multi-level Complex IVR for ever-changing business demands:

Ozonetel redesigned Dr. Lal PathLabs IVR flows completely with a personalized greeting offering callers a simple, well-designed menu. With multi-level Interactive Voice Response (IVR) systems, customers could continue interacting with the IVR to answer multiple queries.

The newly designed IVR solution had a dedicated menu for COVID-19 related testing and registration purposes. This helped the customer support team manage large call volumes, including concurrent calls without agent intervention. Through this, customer engagement was personalized, and for queries requiring a human response, Ozonetel's deep CRM integrations ensured that agents were equipped with relevant information beforehand, such as caller details, past interactions, and possible solutions. Moreover, The Dr. Lal PathLabs team thrived on the intelligent call routing feature that automatically routed calls to available agents, significantly reducing the customer wait time.

Every single caller query on ETR (Estimated Time for Test Results) was handled entirely via Self-Service IVR



Real-time SMS Notification

Requesting test reports were the other most frequent query at the Dr. Lal PathLabs contact centers. SMS, one of the most predominantly used communication channels, proved to be another game-changer. Ozonetel conveniently added, "Get Test Report" as an audio prompt in the IVR system. The callers seeking their test results could easily select the option from the IVR menu and receive the link to their test results through SMS. As a result, Dr. Lal PathLabs' business operations ran smoothly during lockdowns adhering to the norms surrounding post-pandemic commute and social distancing.



Faster Outbound Calling with Auto Dialers

Dr. Lal PathLabs team makes nearly 3000 outbound calls daily. Manual calling is a daunting task and wastes precious agent time. To avoid the same, the autodialers from Ozonetel connected calls only to a live connection and skipped unproductive instances such as busy tones, answering machines, and disconnected calls. The auto dialers reduced the agents' idle time and ensured only answered calls were routed to the agents. It also increased agent productivity remarkably enabling them to attend more inbound calls.



Connectivity with Virtual Numbers

Dr. Lal PathLabs has a pan India presence with 140 agents attending nearly 90,000 calls monthly. So, Ozonetel has offered virtual business numbers to expand its market reach in the local regions. All the actual numbers were masked to ensure the privacy of both customers and agents. This also smoothly enabled Dr. Lal PathLabs team to work remotely during the pandemic with agents being able to answer calls anytime, anywhere. The managers and supervisors could also monitor each call and agent performance live from any place. The automatic call recording feature on the virtual numbers helped the customer experience team monitor and review calls for training and quality purposes.



“We have always been ahead of the curve when it comes to adopting innovative solutions, and we moved our contact center to the Cloud, 5 years ago. Ozonetel has been our partner since then, and they have been working with our teams to increase efficiencies and ensuring agile deployments”,

***Munender Soperna,
Chief Information Officer of Dr. Lal PathLabs.***

Industry	Healthcare
Website	https://www.lalPathlabs.com/
Challenges	Managing call volumes Higher customer wait times Higher call abandonment rates
Features Used	Multi-level IVR Virtual numbers Number masking
Integrations	BPM 360
Results	Improved First Call Resolution rate Significantly lower customer wait times Remarkable decrease in call abandonment rate
Sweet Spot	Multi-level complex IVR system automated all redundant calls
Ozonetel Advantage	99.9% uptime Dedicated Account Manager Fastest response time in the industry

About Ozonetel

Ozonetel offers an omnichannel contact center solution to help fast-growing, customer-centric businesses build a better customer experience. We provide one of the world's most adaptable, flexible, comprehensive contact center suites. But more importantly, we pride ourselves on our helpful, personalized consultative approach to ensuring every client can build efficient systems and a better customer experience.

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