quadrafort

INDUSTRY

Healthcare

One of the leading hospitals in Delhi & NCR spread across 9 acres, is a 600 plus bed; state-of-the-art multi-speciality hospital located in Gurgaon, India.

Value Creation Modules

Patient Onboarding System
Unified view for domestic and international teams for new patient onboarding

Complaint Management
Managing internal & customer complaints

Doctor Appointment Management
Availability check and slot blocking in HIMS

Visit Planning & Execution
Doctors' Visit, Expense Management, Geolocation Tracking

Integrations
HIMS System, Social Media for lead capturing, SMS Gateway, WhatsApp Bots & CTI

Referral Management
Capturing doctor's referrals via automatic WhatsApp Bots

Sales Ops
Basic Attendance Management

Intelligent Reporting
and MIS

Personas

- International Sales Team
- Domestic Sales Team
- Customer Service Team
- Business Heads
- Management Team

Products & Technologies Used

salesforce sales cloud   salesforce service cloud   Digital Engagement

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CHALLENGES

- Large chunks of data exchanged on excel, manually.
- Disconnected Team (Hospital and Sales Team), Disconnected data/Data in silos.
- Quantified, usable and connected data requires additional transformation and efforts.
- Requires multiple Co-Ordinator and additional team member to exchanging information, reporting & Analytics.
- Last time rush and haywire achievement figures of Salesperson and Doctor, also requires manual intervention of sales co-ordinators and salesperson at the end of month.
- Unable to Identify the relevant member/audience for a campaigns.
- Salesperson unable to track when Patients comes and goes out of the hospital.
- Need to Switch back forth between multiple application in Order to complete whole day activity.

SOLUTION

- Automated visits and sales reports.
- Automatic and standardised capturing of operational and financial data of Patients
- Automated Achievement figures update on Salesperson level
- Bulk SMS to patients in Salesforce platform only
- Digital Engagement for their social media platforms and advertisements.
- Integration with their HIS system to maintain the data automatically.
- DAR based reporting for exception-based reporting.
- Functional consulting to benchmark the system as per the standards.
- Omni channel enquiry management system for better control over the business.

BENEFITS

- Increased sales, higher customer satisfaction and efficient brand management.
- No such requirement of Sales coordinator to share relevant information to the Team Member.
- No need of Additional Sales IQ and analytics member to for generating and scheduling reports to required stake holders
- Organization and executing Campaign is now more streamlined.
- Users can now mark their attendance and apply for leave from same application without switching.
- Users now can Plan and execute the Visit with proper validation and reporting.
- Connected view of Patient for Hospital staff and Sales Team
- Complete view of business health on mobile applications.