

## SUCCESS STORY | HEALTHCARE

## Servion helped a premier healthcare provider transform patient engagement through the implementation of Genesys Cloud CX

*Omnichannel automation, AI-powered chatbots, and secure local hosting deliver personalized, compliance-first healthcare experiences.*



### About the client

The client is a premier healthcare provider in Dubai, affiliated with one of the UK's most renowned hospitals. It offers world-class medical services spanning consultations, diagnostics, advanced treatments, and recovery support. Guided by evidence-based procedures, modern techniques, and a legacy of excellence, the institution prioritizes patient care. It is dedicated to meeting the healthcare needs of families across the UAE.

### Requirement

To further enhance patient experience, the organization sought to modernize its contact center, aligning with its vision of providing best-in-class, accessible, and technology-enabled healthcare. It identified critical challenges in its traditional contact center setup. The on-premises system created operational overhead, lacked integration with social media channels, and provided limited omnichannel experiences for patients.

To align with its patient-first vision, the hospital needed a cloud-based solution to unify communications, enhance self-service, and securely integrate with clinical systems.

### Scope of Work

The transformation program included:

- Voice channel support: inbound and manual outbound
- Voice recording and playback
- Unified agent desktop integrated with Oracle Health (Cerner)
- Genesys Cloud native reporting and Success KPI dashboards (real-time and historical)
- Quality Management for agent evaluation and AI-based scoring
- Knowledge Management for storing and managing healthcare content

- Callback functionality for improved convenience
- Omnichannel digital engagement: chat, email, WhatsApp, and website support
- Agent CoPilot to assist with real-time patient interactions
- AutoDialer for WhatsApp campaigns and appointment reminders

## Solution offered

Servion partnered with the healthcare provider to deliver a future-ready Genesys Cloud CX solution, hosted locally in the UAE, to ensure compliance, security, and performance. The solution included:

- **Advanced AI-powered bots:** WhatsApp bot for instant patient support and appointment booking, and an interactive website chatbot for 24/7 assistance
- **Omnichannel integration:** seamless patient engagement across voice, chat, email, WhatsApp, and website
- **Unified agent experience:** Oracle Health (Cerner) integration for a single view of the patient journey
- **Analytics and reporting:** real-time and historical dashboards providing

data-driven insights into performance and patient satisfaction

- **Automation:** campaigns and callbacks to streamline appointment scheduling and post-discharge follow-ups

## Business outcomes

The migration to Genesys Cloud CX, powered by Servion's expertise, has enabled the healthcare provider to set a new benchmark in patient engagement. Key achievements include:

- **Advanced WhatsApp bot** enabling instant support and appointment booking
- **Interactive website chatbot** providing round-the-clock patient assistance
- **Seamless omnichannel integration**, reducing wait times and improving care coordination
- **Streamlined patient journeys** that ensure faster access to quality healthcare
- **Compliance-first approach** with data securely hosted within the UAE, ensuring protection of sensitive healthcare information
- **Future-ready foundation** to scale services and add new digital healthcare innovations in Phase 2



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Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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