

CASE STUDY: HEALTHCARE

Public healthcare support agency in Australia boosts satisfaction by 25% with inQuba

Putting the voice of the customer at the center of healthcare support



About the Company

The client is a key public healthcare support agency within the New South Wales (NSW) public health system. It supports over 140,000 healthcare professionals who care for more than one million patients annually. The organization delivers essential non-clinical services—from logistics to food and linen—ensuring the smooth operation of the state's healthcare infrastructure.

Challenges

Recognizing that exceptional support to healthcare professionals translates into better patient care, the client made Customer Experience (CX) a strategic priority. The goal was to embed CX across all operational layers, particularly in its contact center operations. As part of its ongoing transformation, the organization aimed to move beyond slow, large-scale surveys and adopt real-time, actionable feedback mechanisms.

Key challenges included:

- Absence of immediate and granular customer feedback
- Limited visibility into performance and sentiment across teams

- Difficulty identifying and tracking customer personas and experiences

- Need to align internal service quality with end-user expectations

The Solutions

To address these challenges, the client partnered with Servion, the implementation partner for CX leader inQuba, to deploy a scalable, feedback-driven customer experience platform.

Solution highlights included:

- **Custom CX Dashboards:** Built in collaboration with team leaders to present feedback and key metrics in a clear, actionable format
- **Real-Time Sentiment Analysis:** Enabled monitoring of individual agents, teams, and overall sentiment to guide improvement efforts
- **Persona Development & Journey Mapping:** Helped identify and understand customer personas across service lines, optimizing support journeys
- **CX Integration with Project Planning:** Embedded customer feedback into the organization's Project and Change Management Office (PCMO)

Benefits

Through its collaboration with Servion and inQuba, the client has successfully institutionalized customer feedback and embedded CX into its operational culture. Results include:

- 25% increase in customer satisfaction scores
- Faster identification and resolution of service issues

- Improved understanding of whether customer needs were met
- Immediate access to meaningful, role-specific performance insights
- Empowered staff through increased visibility into their CX impact
- Reduced overwhelm with user-friendly, centralized dashboards



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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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For more information, contact marketing@servion.com