



FROM INTERACTIONS
TO OUTCOMES

CUSTOMER SUCCESS STORY

HEALTHCARE · URGENT CARE

Scaling Patient Experience Through Omnichannel AI Transformation

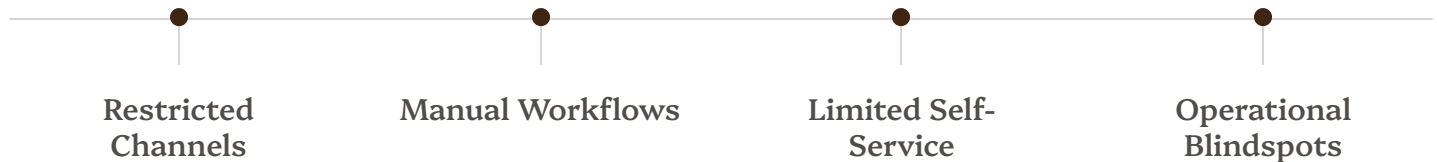
Client Sector: Healthcare (Urgent Care) | **Scale:** 200+ Locations across the U.S. | **Platform:** Freshdesk, Freshchat, Genesys, Injixo WFM

Executive Summary

A rapidly expanding U.S. urgent care provider faced a critical bottleneck: a fragmented, phone-centric patient support system that could not scale with its growth. B-TRNSFRMD architected a comprehensive AI-led patient experience (PX) transformation, migrating the client from legacy silos to a unified omnichannel ecosystem. The result was a modernized infrastructure that improved resolution speed from days to hours while delivering significant bottom-line savings.

Current State: The Scaling Bottleneck

Prior to the transformation, the client's Patient Financial Services (PFS) operated with significant technical and process debt:



The Solution: Unified Omnichannel Experience

B-TRNSFRMD implemented a Future-Ready design focused on AI-led automation, scalability, and ease of handoff between specialized medical teams. By designing a **Unified Patient Support Architecture**, we ensured that specialized teams—from Medical Coding to Workers Comp—could collaborate on a single platform. This transformation allows CXOs to scale their organization's footprint without a linear increase in overhead, turning a support desk into a strategic asset.

1. Unified Ticketing (Freshdesk)

- Implemented a custom omnichannel ticket form that captures campaign data and utilizes a three-tier resolution code system.

2. Intelligent AI Self-Service (Freshchat)

- Deployed four region-specific chatbots capable of 24/7 automated resolution for common queries and seamless agent handovers

3. Integrated CCaaS & WFM (Genesys)

- Migrated telephony to Genesys with a multi-level IVR tree to route calls by skill group (Billing, Coding, Workers Comp, etc.).

The Future State: Capabilities Comparison

Capability	Legacy State	Future State (B-TRNSFRMD Design)
Communication Channels	Phone and manual email only	Full Omnichannel: Phone, Email, Chat, and Portal
Self-Service	None	24/7 AI Chatbots with regional specialization
Workflow Efficiency	Manual tracking; no automated reminders	63 automated workflows for triaging and SLAs
Team Handoffs	Email-based only	Seamless UI-based handoffs between PFS and Billing
Management Reporting	Minimal/Lack of reporting	Real-time dashboards for Ops Managers and Execs

The Impact: Quantifiable Results

\$1.3M

Total Savings

Achieved through the consolidation of technology spend.

94.9%

Resolution SLA

Maintained while managing a scale of over 17,234 tickets.

1,910

Bot Chats / Month

Successfully resolving queries without agent intervention.

30

Resolution Codes

Expanded from 19 to 30 codes enabling granular root-cause analysis.

Agent Metrics – Efficiency & Effectiveness

Reduced Friction Average hold time decreased by 11 seconds.	Improved Accuracy Expanded from 19 to 30 resolution codes	Enhanced Handoffs Talk and hold times decreased by 3 and 15 secs.
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"In the modern healthcare landscape, patient experience is inseparable from clinical outcomes and operational efficiency." - B-TRNSFRMD Expert Insight

- Reduce Agent Burnout**
Streamlined information availability prevents repetitive data entry.
- Drive Proactive Care**
With revamped reason codes, management can now identify and fix systemic billing or registration issues before they result in a phone call.
- Scale Without Linear Hiring**
Through 24/7 chat deflection and self-service, the organization can support more locations without a proportional increase in headcount.

Contact Us

At B-TRNSFRMD, we revolutionize customer experiences and service delivery by rapidly implementing innovative digital transformation strategies for global enterprises, leveraging our expertise in AI, Low-Code, and Automation solutions. We are solutions partners with Creatio, Microsoft, Freshworks, Atomicwork, NICE, Genesys, and Five9.

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