

## ONLINE DOCTOR SERVICE

## Cutting Patient Verification Time by Over 90%

How a private online doctor service, operating on behalf of retail pharmacies and doctors, absorbed a 130% surge in calls by automating patient verification and using AI analytics to decide what to automate next.

### THE CHALLENGE

- Average wait times quadrupled, peaking at 11 minutes
- Call abandonment reached 46% at peak
- Agent tenure fell from two to three years to six to twelve months
- Patient identification was lengthy and manual, slowing every call
- Patient and order information sat across multiple systems

### THE SOLUTION

- Deployed Apollo by CloudInteract to analyse call drivers and identify automation opportunities
- Built automated identity and verification using a smart IVR on Amazon Lex
- Integrated CRM and patient data into the agent desktop for unified patient context
- Deployed Amazon Connect Contact Lens for call analysis and quality insight
- Identified 65% of call volume for automation, led by order status, changes and cancellations, and product availability

**>90%****FASTER PATIENT VERIFICATION**

Automated identity and verification replaced a lengthy manual check at the start of every call.

**20%****REDUCTION IN TALK TIME**

Agents start each conversation with the patient's details already on screen.

**65%****CALL VOLUME IDENTIFIED FOR AUTOMATION**

Apollo analysis pinpointed the highest-volume, most repeatable call reasons.

**Technology Stack:**

Amazon Connect Customer

Apollo by CloudInteract

Amazon Contact Lens

Amazon Bedrock

Amazon Lex

AWS Lambda

Amazon DynamoDB

Amazon S3

Amazon Athena