Fullerton Health
all-in-one digital platform

CUSTOMER PROFILE

Fullerton Health is a leading vertically integrated healthcare platform in the Asia Pacific region. Founded in Singapore in 2010, today operate an extensive network of healthcare facilities across 9 markets and partner with established and reputable healthcare providers in the region. We harness these resources to provide affordable and accessible care for all in Asia Pacific.

CHALLENGE

Fullerton Health wanted an all-in-one digital platform to improve process quality, reliability & to support their business expansion in handling more capacity. Free up the team members from accessing multiple system to increase response time, eliminate routine and low-value tasks. This would allow them to focus on more challenging and engaging activities in their daily work that would be of much higher value, as well as interest to the workers. The company expected to gain efficiencies at scale while minimizing employee turnover.

SOLUTION

After evaluating various vendors, Fullerton Health chose Par3 FloWave due to its the flexibility, quick to deliver and the open integration. FloWave's email bot was another critical component which can effortlessly integrate with Office365 mail to send and receive mail exchanges. Fullerton Health found this feature especially useful to automates its Contact Centre operation.

Industry

Heathcare

Solution

- **CRM**
- **Medical Concierge**
- **Feedback Management**

BENEFITS & ROI

3
Months to production

30+
Mailbox automated

100%
Increase in efficiency

2x
Increase in capacity

Realtime
SLA reports to customer

THE DETAILS

Fullerton Health journey started with the objective of building an all-in-one digital platform by replacing the existing Microsoft Dynamics CRM, integrating Office 365 mails and integrate LOB system. The initial round of implementation started for 5 mail boxes and in not time it was expanded to 30+ mail boxes.

A typical day of an agent in Fullerton Health was

- Access 2 to 3 Office365 email boxes
- Read the incoming emails
- Login and Retrieve information in LOB system in respect to the incoming email
- Create or Update a Case in Microsoft Dynamics CRM
- Reply to the incoming emails
- Preparing Daily & Weekly Report

This was tedious, some tasks are repetitive work. To give you an idea of how big a job this was, Fullerton Health processes more than 5,000 email every single day. More over Fullerton Health team spent hours & days to provide SLA statistics to both the management and its customers.

FloWave gave Fullerton Health management, the visibility they needed, the real time statistics information, the capability to accurately measure and monitor SLA.

"FloWave has delivered what we were looking for. It improved our operational processes and visibility on key performance indicators. Today, our management team has real-time monitoring and ability to measure and take proactive decisions to continuously better serve our customers."

- Daryll Pore
Manager
Contact Centre
Fullerton Health