

COMPANY CASE STUDY

How a Homecare Service Provider Improved its Customer Experience



AT A GLANCE

Solutions

MiaRec Cloud Call Recording Suite

Customer

Companions & Homemakers, Inc.

Industry

Homecare Services

Location

Connecticut, USA

Benefits

- 360-degree view of customer interactions
- Improved Operational Efficiency
- Improved Customer Experience



"We needed a platform that went beyond basic interaction recording. We wanted a single solution that would provide usable customer sentiment. Most of all, the data had to be organized, easily accessed, and easy to understand without having to become experts in analytics "

Jared Jenevein, IT Analyst

Companions & Homemakers, inc.

ABOUT COMPANIONS & HOMEMAKERS, INC.

Since 1990, Companions & Homemakers has provided supportive homecare services to older adults across Connecticut with the mission of preserving dignity through independence at home. They believe that most older adults desire to age in their own home, amid familiar surroundings and routines with supportive care from dedicated caregivers. With consistently high customer satisfaction ratings and industry awards, they are proud to be Connecticut's most trusted provider for supportive homecare services.

ABOUT MIAREC

MiaRec provides a highly advanced voice analytics platform that equips any organization to compliantly record customer interactions. MiaRec's suite of applications enables companies to record all calls, live-monitor their customer/employee interactions, and extract business intelligence with rich analytics and reporting tools.

CHALLENGES

At Companions & Homemakers, homecare and its service delivery are handled primarily through telephone interactions between the care coordination teams of 10 branch offices with clients, their families and contacts, and with the company's caregiver field staff. The company needed to be able to monitor live calls and review/analyze call recordings to ensure consistently high levels of service, research and resolve service issues and failures, and provide tangible coaching and training for the staff.

Previous call recording systems employed by C&H utilized on premise networked servers for the application and for call storage, but these had reliability issues, were unnecessarily complicated, and lacked an intuitive user-friendly interface. The company needed centralized cloud-based storage with redundancy that provided constant up time, easily facilitated live monitoring and historical call searches and playback, and reporting to support the quality assurance mission and the analysis of staff productivity.



Why Companions & Homemakers Chose MiaRec Cloud Call Recording

MiaRec addressed C&H's stated needs, improved overall recorded call management, and provided an enhanced level of reporting that has led to an improved customer experience.

Performance Visibility

MiaRec's reporting capabilities allowed C&H to assess and improve staff productivity to include the ability to audit the frequency and depth of supervisor call monitoring and review. Live call monitoring has led to more immediate problem solving when needed, and the ability to review an individual staff member's calls as a "body of work" provides meaningful insight into their work practices and behaviors. Above all else, MiaRec has helped C&H ensure constant access to the "voice of the customer."

Constant Data Access

MiaRec's centralized, cloud-based call storage has provided desired redundancy, simplified storage organization and improved access to live and recorded calls. In addition, the company was able to eliminate servers formerly required to access the software and house call recordings, thereby reducing its overall network complexity.

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

Since adopting MiaRec, Companions & Homemakers has been able to increase the focus on continuously improving the customer experience and reduce the focus on managing the technology to do so.

Improved Staff Training

MiaRec's reporting and live monitoring enable C&H's managers to make confident, data-driven decisions. Their staff training efforts have also benefited through the use of call identification and playback. Managers easily identify positive and negative calls, whether to praise & recognize, or to identify inefficiencies, and agent knowledge gaps. Many calls are used to train new hires. MiaRec spotlights areas of interest and gives Companions & Homemakers the tools to use the data effectively.

Partnered Technology Management

MiaRec continues to successfully address the evolving technology needs of Companions & Homemakers through program enhancements and by addressing programming requests and changes over time. In addition, with the MiaRec system handling call organization and storage through automated processes, the C&H IT team has been able to reduce its overall involvement in its management of the technology.





EXPERIENCE WITH MIAREC

MiaRec reliably loads quickly, has had a constant uptime with no loss of data access, and has an intuitive user interface that makes it possible for managers of varying skill level to successfully monitor, coach and train their staff.

Easy Deployment

MiaRec managed every aspect of deployment into the C&H call center in the cloud. Learning the interface and call search functions was intuitive and fast. Locating calls of interest, building actionable reports, setting up new users was very simple and familiar since it's based in a browser-driven application.

ACHEIVING BUSINESS GOALS WITH MIAREC

MiaRec successfully addressed the business goals of Companions & Homemakers, namely to improve the call recording technology and call recording management, and provide new and more robust opportunities to harness live and recorded calls to support staff training and improve the customer experience.



We look at Call Recording Differently

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