Falck Healthcare
Falck Healthcare Overcomes Growing Pains with Genesys

Falck a Nordic-based organisation with activities in 23 countries on five continents, has four business units: Healthcare, Assistance, Training, and Emergency. Falck Healthcare, an independent entity of Falck since 2005, is Denmark’s largest private sector healthcare services provider with more than 200 health centres in the country.

In recent years, Falck Healthcare has expanded its activities in Sweden, Norway, Slovakia, and Poland. The result of this expansion is that it has grown exponentially, from just a dozen employees to more than 1,000 full-time staff today — and it has enlisted 405,000 new clients since 2001.

“It is this exceptionally fast growth that placed some very high demands on our internal hotline and on our service desk,” says Flemming Lippert, the Hotline department head at Falck Healthcare. “In a mere seven years, we had become a genuine powerhouse in the healthcare sector, setting standards for a good and healthy work environment, but this inevitably has started to take its toll on our customer service because of the overload on our infrastructure. We had an old contact centre management system in place that could only prioritise a few incoming lines, and only to a limited extent, and we desperately needed a way for our customers to reach us in a more direct fashion.”

Additionally, Falck Healthcare wanted to raise the level of service by making sure that every single customer call would be answered within 45 seconds. A very ambitious goal, Flemming Lippert admits, particularly in view of the explosion in calls and the limited features of the existing infrastructure. “It was clear that we needed both a new telephone system and a new contact centre solution in order to be able to cope with the ever increasing customer demand, while at the same time ensuring that we could improve the level of employee satisfaction needed to stay competitive,” he explains.

Choosing Steria and Genesys

Falck Healthcare started a double market assessment — one for a new telephone system and another for new contact centre software. “Because of the nature of our business, customers must be able to contact us around the clock, and therefore we needed a 100% reliable telephone infrastructure,” says Flemming Lippert. “After a thorough round of bids and specifications, we decided to choose Steria. As for the contact centre solution, we talked to several vendors as well and presented them each with the same challenge. In the end, only Genesys was able to fully comply with our specifications — and even offer some extras. What’s more, Genesys was already being used in some other divisions of Falck, which meant that our technicians already had lots of experience with the applications — a big advantage, of course!”
After the decision for Genesys was made, Falck Healthcare almost immediately started with a phased implementation because it wanted both the new telephone system and the contact centre solution to be up and running within four months. “We obviously really benefitted and learnt from the previous Genesys implementations in other parts of Falck,” says Flemming Lippert, “so the roll-out went very smoothly really. There was just some minor tuning to be done on the statistics side for reporting purposes, but apart from that the whole solution worked without a glitch right from the start, running full scale, right on time.”

Improving efficiency and performance whilst saving costs

The results are nothing short of amazing, Lippert claims. “On average, we are handling about a 1,000 calls a day in our Hotline Centre and about 500 in our Counselling Centre, whilst before the implementation, many calls just could not get through and customers were complaining all the time — out of 2,500 daily calls, about 1,000 were repeat calls. But now, there is no such issue anymore. On the contrary, compared to one year ago, we now have an additional 85,000 customers in our system and yet our performance has improved and the throughput has increased. In January of last year, we were able to answer just over 50% of all calls within 45 seconds, but now that figure has jumped to 97%, and in many instances we have even been able to reduce the waiting time to a mere 10 to 20 seconds!”

By using voice-assisted self-service, everybody can now make an appointment in the system. When people call in they have to enter their CPR number (the Danish Personal Identification Number), which is linked directly to Falck Healthcare’s database, so that any call centre agent will know immediately with whom he’s talking. Says Flemming Lippert: “We are also using skills-based routing and are adjusting this constantly to respond to specific demands from our customers, so as to assign the most appropriate agent for a particular job. Plus, every day we draw statistics from the system and pass them on to our directors for their follow up.”

Results

> Improved service levels in spite of 85,000 new customers in one year
> 97% of all calls answered within 45 seconds (up from 50% one year ago)
> Number of repeat calls reduced to zero
> Saving 500,000 DKK per year from missed penalties
> Solution expected to pay for itself in 4 to 5 years
> Higher employee satisfaction

“If you invest DKK 2.5 million and get it back within four to five years — plus, on top of that, you deliver better service to your customers — what more can you want? Our contact centre has truly become the core of our customer service strategy.”

Flemming Lippert,
Hotline department head,
Falck Healthcare
Furthermore, the new system is so flexible that contact and service centre employees can set priorities themselves on the fly for which calls should be answered first. “As part of our contract agreement with our largest customers, all of their calls must be answered within 45 seconds,” explains Flemming Lippert. “Therefore, the agent receives an alert with a countdown when a call comes in. The system allows the call centre manager to monitor the performance of each individual according to target. Customer satisfaction has increased and Service Level Agreements are being reached in a more efficient way compared to one year ago.”

**Excellent collaboration with Genesys**

Recently, Falck Healthcare has extended the solution by conducting phone interviews after a service call to ask customers to express their degree of satisfaction with service delivery, and the company has also started recording customer calls for further quality improvement.

It is obvious that Falck Healthcare’s management is really pleased about the excellent business results. As Flemming Lippert notes, “If you invest DKK 2.5 million and get it back within four to five years — plus, on top of that, you deliver better service to your customers — what more can you want? Our contact centre has truly become the core of our customer service strategy.

“We have an excellent and very interactive collaboration with Genesys,” he concludes. “They really think along with us, understand our challenges, and suggest new ways of improving our services — all of which leads to a superior client experience. And that’s what it’s all about, after all.”

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**Solutions**

- Genesys Voice Platform
- Genesys Customer Interaction Management (CIM) Platform
- Genesys Inbound Voice

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