



Belgian Red Cross

The Belgian Red Cross is one of the more than 178 National Societies of the International Red Cross and Red Crescent Movement, a world wide action-oriented relief organization. Belgian Red Cross Flanders operates in the Flemish speaking part of the country.

GOAL

To design a system that would provide information about available doctors for patients who need a doctor after regular hours within a specific region using zip codes.

APPLICATION

When a call is received, the caller is requested to enter their zip code. The system repeats the number as a confirmation. Once confirmed the database is then checked for availability in terms of:

- a) **Is there a doctor on call?** If there is a doctor on call the caller is transferred to the doctor. If there is no doctor on call, the system will play *"there is no doctor on call"*
- b) **Is this zip code serviced by the Red Cross Flanders or in a neighboring area – is there a number to call?** If the zip code is not serviced by the Red Cross Flanders area, the database searches for the zip code in the neighboring area. If the zip code is serviced in the neighboring the system will let the caller know that they are not able to provide after hours service and provide them with a number they can call in their area. If the zip code is not in the immediate area nor in the neighboring area the caller will hear *this zip code is not serviced please check your local newspaper for a number.*)
- c) **Not a known number?** If the zip code is incorrect, the caller will hear *this zip code is not known with this service. If you want to try again or enter another number, stay on the line.*

A web interface was created for the different zip codes for easy management by the Red Cross Flanders staff, which is also responsible for managing the schedule and available numbers for the doctors in the service. The web interface also makes it possible to easily manage the neighboring zip codes and available numbers similar services.

Customer Case Study



RESULTS



For the caller: The new system makes it easier and faster for the to access information regarding doctor availability. Callers now simply enter their zip code into the phone and the system provides them with information regarding the availability of a doctor in their area or with a number to call for a neighboring area.

The system has increased customer satisfaction by reducing the number of calls to the wrong doctor because the confirmation questions prompted by the system.

For the Red Cross: This service reduces the number of calls that had to be handled manually by operators. Before the calls came to a dispatch group who had to manually look up a paper schedule to determine; (1) which doctor the call should be transferred to and (2) call and wait for the doctor to answer. When the doctor answered they could transfer the call to complete the process.

With the new system they have reduced the amount paperwork by more than 50%, since everything is digital. The Red Cross is able to service more callers with less staff, resulting in improved customer service and tremendous cost savings!

MODULE



Telephony Office-LinX™ enterprise edition with IVR Services

SIZE



16-Ports

DEALER



CTI Solutions (Netherlands) (Distributor)