



# Enhancing Contact Center Solutions for Healthcare Providers



BluIP and NiCE have developed a robust and thriving relationship centered around advancing unified communications and contact center solutions for the healthcare industry and many others. BluIP, renowned for its FCC-licensed Tier-1 cloud-based telephony and contact center expertise, was instrumental in helping the **Arkansas Foundation for Medical Care (AFMC)** meet and exceed its unified communication needs. By leveraging BluIP's scalable and flexible solutions, AFMC has significantly improved operational efficiency and customer service. NiCE, in collaboration with BluIP, transformed AFMC's contact center performance and customer satisfaction through innovative technologies and strategic partnerships.



## Challenges Faced by AFMC



### Legacy System Overview

AFMC used a legacy on-premises contact center system before transitioning to a cloud-based solution. This system was outdated and had several limitations that hindered their operations.

#### Scalability Problems

- **Inflexibility:** The on-premises system lacked the flexibility to scale up or down based on varying demand. This was particularly problematic during peak times when call volumes were high.
- **Resource Intensive:** Scaling the system required significant effort and resources, including the need for additional hardware and support.

#### Operational Overhead

- **High Manpower Requirement:** Maintaining the on-premises system required substantial manpower. Multiple staff members were dedicated to its operation and maintenance.
- **Complex Maintenance:** The system's maintenance required specialized skills, which added to the operational burden.

## Data and Reporting Limitations

- **Inefficient Data Handling:** The legacy system was not efficient in handling large volumes of data and generating comprehensive reports.
- **Manual Processes:** Reporting and data analysis were often manual, time-consuming processes that did not provide real-time insights.

## License Management

- **Cumbersome Process:** Adding or modifying licenses was a complex and time-consuming process. It required contacting the vendor to increase licenses, which delayed the implementation.
- **Operational Delays:** The time taken to acquire and implement new licenses caused operational delays and affected the contact center's responsiveness.

## Integration Challenges

- **Limited Integration:** The on-premises system struggled to integrate multiple applications and systems, making data exchange and interoperability difficult.
- **Fragmented Systems:** AFMC had to work with disparate systems that did not communicate seamlessly, leading to inefficiencies and data silos.

## Adaptability and Responsiveness

- **Slow Adaptation to Changes:** The on-premises system could not quickly adapt to new technologies or changing operational needs, hindering AFMC's ability to implement new solutions promptly.
- **Delayed Response to Issues:** Addressing and resolving issues with the system took longer due to its inherent complexities and the need for vendor intervention.

The limitations of AFMC's on-premises contact center system significantly impacted their operational efficiency and ability to provide timely support to healthcare providers and Medicaid recipients. The transition to a cloud-based solution provided by NiCE addressed these issues by offering scalability, simplified license management, reduced operational overhead, enhanced integration, and advanced data handling capabilities.



## Major Solutions – Implementation

### Unified Communications and Contact Center as a Service (UCaaS and CCaaS)

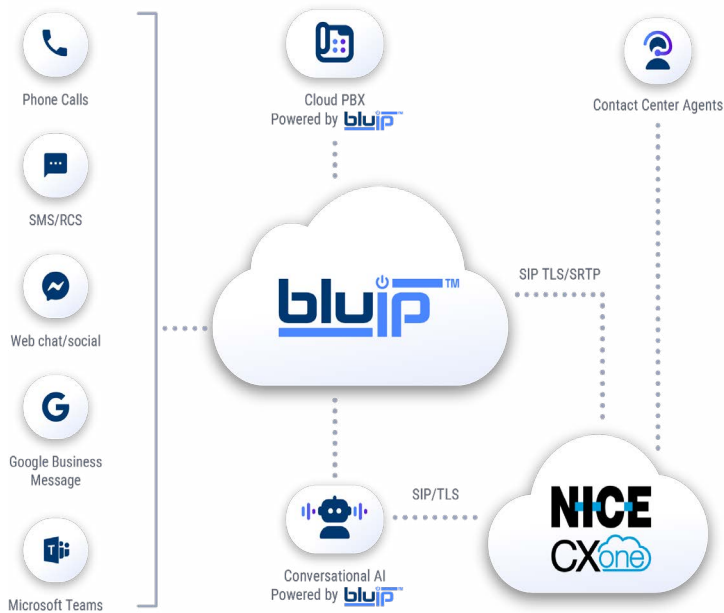
- **BluIP's Cloud UCaaS** provides a full range of unified communications capabilities, including voice, video, messaging, and collaboration. This cloud-based service allows AFMC to connect with team members, customers, and partners from any device, ensuring high scalability and security.
- **NiCE CXone** is an integrated customer experience platform that combines AI, automation, and analytics to streamline contact center operations. It includes features like digital and self-service, journey orchestration, workforce engagement management, and advanced analytics to enhance customer interactions.

**“Healthcare systems are outdated and face unique challenges. Typically, we find that these organizations operate with a mix of five to fifteen different systems, all trying to work together, which creates significant roadblocks. Our solutions are designed to meet those roadblocks head-on by automating processes and integrating various systems. We enable healthcare organizations to focus on delivering better patient care and improving operational efficiency.”**

**–Josh Barber  
NiCE**



## On-Net with NiCE



## Transition to Cloud-Based Systems

AFMC transitioned to NiCE's cloud-based contact center solutions, which offered several key benefits:

- **Simplified License Management:** The cloud-based system allowed for easier addition and management of licenses, reducing administrative burdens.
- **Reduced Operational Overhead:** The new system required less manpower, freeing up staff for other critical tasks.
- **Remote Work Capabilities:** During the COVID-19 pandemic, the cloud-based system enabled a seamless transition to remote work, ensuring continuity of services.



## Additional Solutions Available from BluIP:

Advanced Communications Technology Readily Available for Organizations of All Sizes

- **Unified Communications as a Service (UCaaS)**  
BluIP offers a comprehensive suite of services including Cloud PBX, a feature-rich virtual phone system, SIP Trunking for seamless integration with your existing infrastructure, and direct PSTN calling for both Microsoft Teams and Cisco Webex.
- **Conversational AI with Omnichannel Integration: AI Virtual Assistants (AIVA®)**  
Automate routine tasks, reduce labor costs, and enhance customer service by providing accurate and up-to-date information. This helps employees focus on more complex issues and improves overall service quality.



## Enhanced Integration and Analytics

NiCE's solutions provided robust integration capabilities and advanced analytics tools:

- **Unified Suite:** NiCE's browser-based application consolidated multiple systems into a cohesive platform.
- **API Integration:** The system supported seamless integration with third-party applications via APIs, enabling efficient data exchange and interoperability.
- **Advanced Analytics:** Real-time data analysis and reporting tools provided valuable insights, enhancing decision-making and operational efficiency.

**“This transformation has improved our operational efficiency and enhanced our ability to provide timely support to Medicaid recipients. The advanced analytics and reporting tools have been particularly beneficial, allowing us to gain deeper insights into our performance and make data-driven decisions to improve service delivery.”**

**–Nathan Ray  
AFMC**



## Benefits Realized

### Scalability and Flexibility:

The transition to NiCE’s cloud-based contact center solutions significantly improved AFMC’s scalability and flexibility. These benefits are crucial for adapting to the dynamic needs of a healthcare contact center.

The cloud-based system offered unmatched scalability and flexibility:

- **Rapid Scaling:**  
AFMC could quickly scale its operations up or down with dynamic resource allocation based on demand, ensuring optimal resource utilization. This means that during peak times, the system can scale up to handle increased call volumes, ensuring that no missed calls and that customer service levels remain high.
- **Seamless Integration with Third-Party Applications:**  
NiCE CXone’s cloud architecture supports easy addition or removal of users, enabling AFMC to quickly adjust to changing needs without the hassle of managing physical infrastructure
- **Adaptability:**  
The system’s flexibility allowed AFMC to easily adopt new technologies and processes.



## Improved Efficiency and Customer Satisfaction

BluIP facilitated the implementation of NiCE’s cloud-based contact center solutions, which has significantly impacted AFMC’s business operations. These improvements are evident in their contact center performance and overall operational efficiency. Integrating workflow automation and advanced analytics has notably enhanced efficiency and customer satisfaction.

Automated quality management, powered by AI-driven sentiment analysis, has streamlined the evaluation of customer interactions, significantly reducing the time previously spent on manual reviews. This automation allows AFMC to focus more on improving service quality rather than being bogged down by administrative tasks. Additionally, the system prioritizes high-emotion interactions, ensuring that human agents promptly address urgent issues, enhancing the overall customer experience.

Additionally, enhanced reporting tools provided by NiCE enable comprehensive and data-driven decision-making. These tools offer deep insights into operational performance, helping AFMC to improve service delivery and achieve better operational outcomes continuously. The cloud-based nature of the solution also brings cost efficiency, as it eliminates the need for substantial upfront investments in hardware. This financial flexibility allows AFMC to redirect funds towards other critical areas of operation, further bolstering their capacity to serve their clients effectively.





## Positive Impact on Business Operations

The implementation of NiCE's solutions had a profound impact on AFMC's business operations:

- **Efficient Call Handling:** The ability to manage high call volumes efficiently improved service levels and customer satisfaction - resulting in a reduced call abandonment rate. For instance, healthcare contact centers manage an average call abandonment rate of 7%. (Invoca, 2024).
- **Support for Medicaid Recipients:** The system's robust capabilities ensured timely support for Medicaid recipients and healthcare providers. The cloud-based system's scalability ensures that AFMC can handle fluctuating call volumes, especially during peak periods such as open enrollment. This responsiveness is crucial for providing timely assistance to Medicaid recipients.
- **Data-Driven Insights:** Advanced analytics provided deep insights into operational performance, guiding strategic improvements.

Implementing NiCE's cloud-based contact center solutions has had a profound positive impact on AFMC's business operations. Efficient call handling, enhanced support for Medicaid recipients, data-driven insights, and improved operational efficiency have transformed AFMC's contact center into a robust, responsive, cost-effective operation. These improvements highlight the critical role of advanced, cloud-based solutions in driving operational success and delivering exceptional customer service in the healthcare sector.



**“With NiCE, and in collaboration with BluIP, we offer a cloud-based, browser-based application that brings all these different systems under one roof. This unified approach provides incredible flexibility, allowing organizations to easily turn on different applications with just a flip of a switch.”**

**–Josh Barber  
NiCE**



## Conclusion

The case study of AFMC's transition to NiCE's cloud-based contact center solutions underscores the transformative potential of advanced technologies and strategic partnerships.

Key Takeaways:

- **Scalability and Integration:** Cloud-based solutions offer unparalleled scalability and seamless integration capabilities, essential for modern contact centers.
- **AI and Analytics:** Leveraging AI and advanced analytics enhances operational efficiency and provides actionable insights.
- **Strategic Collaboration:** Partnerships between solution providers like BluIP and NiCE and organizations like AFMC drive innovation and improved service delivery.



## Future Outlook

The successful collaboration between BluIP, NiCE, and AFMC sets a precedent for future initiatives. Exploring new technologies and solutions will further enhance contact center capabilities, ensuring that AFMC remains at the forefront of healthcare service excellence.

## About Arkansas Foundation for Medical Care (AFMC)

AFMC is a nonprofit organization promoting excellence in healthcare across Arkansas and the United States. Established in 1972, AFMC collaborates with state Medicaid programs, health departments, and insurance payers to improve healthcare quality and accessibility. The organization provides various services targeting vulnerable populations, including data analysis, surveys, reporting, and member outreach.

Learn more at [afmc.org](https://afmc.org)

## About NiCE

NiCE is a globally recognized leader in contact center solutions, having been named a leader in the Magic Quadrant for nine consecutive years. NiCE aims to remove friction between companies and their customers through innovative technologies. The company's solutions are designed to streamline customer interactions, enhance data analysis, and support seamless integration with various systems.

Learn more at [nice.org](https://nice.org)

## About BluIP

BluIP is a leading cloud-based telephony and call center solutions provider known for its AI and machine learning expertise. The company serves diverse markets, focusing strongly on hospitality and healthcare. BluIP's clients include renowned hoteliers and resorts like Marriott, Four Seasons, Hyatt and Hilton, and prestigious institutions such as Huntington Health – an affiliate of Cedars-Sinai and the Arkansas Department of Human Services. BluIP is committed to delivering scalable, flexible solutions that enhance customer service and operational efficiency.

Learn more at [bluip.com](https://bluip.com).

**“Healthcare organizations are often hindered by their on-premises technologies, including their phone system and call center. As a cloud-based carrier, we specialize in transitioning our customers from on-premises to cloud-based solutions. This transition unlocks integration capabilities never possible with on-premises solutions and advanced analytics that provide insight into customer journey. Our cloud-based solutions allow customers to scale-up and scale-down, based on need. This flexibility is crucial, especially in the healthcare sector, where demands change rapidly. By partnering with NiCE, we’ve provided a robust and adaptable solution that enhances operational efficiency and improves customer satisfaction and patient outcomes.”**

**–Joseph Hernandez  
BluIP**

## References

Invoca. (2024). 39 Call Center Statistics You Need to Know in 2024. Retrieved from Invoca Call Center Statistics 2024.

Fitsmallbusiness. (2024). 20 Contact Center Statistics to Know in 2024. Retrieved from Fitsmallbusiness Contact Center Statistics 2024.



**(866) 443-6494**  
**sales@bluip.com**  
**bluip.com**