



How
AI-powered
customer support tools
has IPRS Health deliver
exceptional customer experience
at every touchpoint.



CASE STUDY

About IPRS Health:

IPRS Health is an award-winning, private independent clinical company, part of IPRS Group which was established in 1995. Regarded as one of the UK's leading providers of rehabilitation services, IPRS Health specialises in the assessment and appropriate treatment of musculoskeletal & mental health conditions along with general wellbeing services. IPRS Health delivers physiotherapy and rehabilitation services to a range of corporate clients in the public and private sectors, working with employers, occupational health providers and insurers.

Why modern technology made sense in healthcare

Even though IPRS Health had a query section on their website, most customers and clinicians contacted them via the phone when they needed support. As a pioneer in innovative methods regarding the rehabilitation of mental health and musculoskeletal conditions, IPRS Health's ethos had them looking to mirror their revolutionary approach to their digital support strategy.

IPRS Health implemented Synthetix AI-powered digital support tools which includes knowledge, integrated across live chat, web self-service and in the IPRS Health contact centre to ensure any queries could be dealt with as quickly and efficiently as possible.



What has changed since investing in AI-powered digital tools

The timing of implementing the software coincided with the launch of a new portal for IPRS Health's clinician network.

Having digital contact channels in addition to the 'traditional' option of enquiring over the phone, proved to be very efficient with live chat now the most preferred channel for clinicians to get in touch with IPRS Health, enabling agents to offer real-time assistance, and significantly reducing the amount of inbound calls since it was introduced.

Allowing customers and clinicians to source answers to frequently asked questions on the portal enables them to instantly find the information they are looking for without having to pick up the phone, while still receiving first-class service.

"If we didn't have the live chat feature, we wouldn't have been able to cope with the surge in clinicians getting in touch. I think this showed us how important the feature could impact our business in a positive way and as the trial continued this proved to be true.

We recognised that we could deal with inbound enquiries in a much more efficient way and that people are starting to expect a live chat option on most websites ..."

Working with Synthetix

"... I think anyone at IPRS Health would agree that the most positive experience has been the customer service we have received from Synthetix and Sam, specifically. Since the start, whenever we have had questions or tweaks needing to the system, the response has always been quick and to a high standard. The service we have received from Synthetix has been first class from the outset."

Alex Harban

Business Development & Marketing
IPRS Health

Metrics

After just 3 months IPRS Health report:

- 28% of people completing a live chat said it saved them a phone call.
- A near 10% drop in contact with customers self-serving answers to their questions using the FAQ Search tool where feedback was provided.

The future

As a company, IPRS Health pride themselves on being forward thinking and innovative, with their patients the focus of everything they do.

Synthetix are very excited to have such an innovative brand pioneer this type of technology, to facilitate the delivery of exceptional customer experience at every touchpoint. We are confident that our technology will exceed expectations and can't wait for IPRS Health and their customers to reap the exceptional future returns on this investment.