

Case Study

Remote Healthcare Platform Increased Customer Engagement and Conversions with INFORM

Galileo, a remote healthcare platform, provides online services to patients using phone calls and video technology. Branded Communication produced positive results in customer engagement and conversions by branding their outbound calls.

Product

INFORM

Industry

Healthcare

Use Case

Customer Engagement

Country

United States

34%[↑]

Customer Engagement

Customers were more likely to engage with phone calls because they recognized the business name

45%[↑]

Conversion Rate

Agents were able to complete more phone calls with a successful resolution

Overview

When patients need clear communication, a branded calling solution is the perfect remedy

Telehealthcare has changed how people receive care, opening up doors for medical professionals to use phone calls, messaging apps, and video technology to provide lifesaving medical services.

Galileo is a top online healthcare services provider that connects patients with medical professionals around the world who can quickly and easily access their health needs.

Problem

Patients requested appointments but weren't answering calls made by their healthcare provider

When patients request an appointment via phone, they expect to easily connect with their primary care provider and receive the medical services they need.

However, even after requesting a phone call, patients failed to answer their phones because they didn't recognize the number of the business attempting to contact them.

Solution

With INFORM, the business saw an engagement rate rise and a boost in successful resolutions

With INFORM, Galileo's phone calls went from unknown to unmissable, putting their branding front-and-center on every outbound call.

The business saw a 34% increase in engaged customers, leading to an overall conversion rate boost of 45%. Patients were ready to answer their calls, and successful resolutions were met thanks to branded calling.