

# More responsive cloud-enabled care for seniors

Feros Care elevates customer experience to new levels



**Customer name:** Feros Care  
**Industry:** Aged care  
**Location:** Australia  
**Company size:** 70 agents based in two sites

#### Challenges

- Respond to government reform and growing competition
- Become the best care provider for customer experience
- Serve digital-native client family members

#### Product

- Genesys Cloud solution

#### Solutions

- Inbound
- Outbound
- Analytics and Reporting
- Workforce Management
- Digital

## Legacy barriers excluded digital natives

Enabling bolder lives for senior Australians, Feros Care is a not-for-profit care organization with a growing portfolio of residential villages, well-being programs, safety aids and home services. Customer experience is vital for continued success in an ever-more-crowded marketplace that extends across the Seaboard Coast, Victoria and Tasmania.

"With consumer choice and government reform clients can go anywhere," said Melissa Simpson, Chief Customer Officer at Feros Care. "We wanted to be known as the best aged care provider with the best CX, offering personalized services that clients need today and in the future."

Achieving this vision with a legacy solution was tough. While most elderly clients like to use the phone, agents would sometimes need to liaise quickly with digital-native family members,

perhaps if the person being cared for had a condition such as dementia. However, it was hard to integrate telephony with email, text and other digital channels. Lack of reporting, metrics and workforce management meant managers and supervisors were working in the dark, while time and money spent managing the system continued to increase.

A move to the Genesys Cloud™ solution lets Feros Care better manage its customer experience in a heavily regulated and competitive industry. "Onsite throughout, we were able to lean on Genesys consultants and specialists, rather than having to manage the implementation ourselves," said Simpson.

“We have to ensure our teams follow correct process and give the most accurate information and best advice every time. That’s a lot easier now we have intelligent routing, call recording and workforce planning in the same solution.”

Melissa Simpson, Chief Customer Officer, Feros Care

## Always there for clients and their families

Supporting 70 agents in two contact centers, the Genesys Cloud solution ensures clients are quickly connected to the right expert, specific to their location.

“Often we’re dealing with vulnerable people,” said Simpson. “So, we have to ensure our teams follow correct processes and give the most accurate information and best advice every time. That’s a lot easier now we have intelligent routing, call recording and workforce planning all in the same solution.”

The ability to instantly retrieve and listen to calls is especially useful should a client have trouble remembering previous conversations, which can sometimes happen. “We may have spoken before to confirm an appointment or a change in care worker. While these things may appear pretty trivial, they’re very important to our clients,” explained Simpson.

## Embedding positive customer experience in a self-disruption culture

Transforming employee experience was another key requirement for Feros Care. “Training is much simpler and quicker now,” noted Simpson. “I had one person come up to me and say ‘Melissa, I’m just amazed as I’d never seen or used Genesys Cloud before, but within five minutes I knew exactly what to do.’”

These process improvements have had a positive effect on customer experience metrics. Call abandon rates have reduced 2% to 5%, as have wait times. Recognized at board-level, these achievements have led to a significant reduction in complaint handling

“Through our partnership with Genesys, we’ve learned how to self-disrupt our business to make sure we’re delivering great client experiences and staying sustainable into the future,” concluded Simpson.

To learn more about the solutions featured in this case study, go to [www.genesys.com](http://www.genesys.com).

### RESULTS

2%-5% reduction  
in abandon rates

Reduced call  
wait times

Less time  
and effort  
spent for agent training

Greater visibility  
into agent performance

Simpler  
compliance

Ability to  
quickly add  
agents, sites and digital channels

### ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service<sup>SM</sup> so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud<sup>TM</sup>, an all-in-one solution and the world’s leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.

Visit us at [genesys.com](http://genesys.com) or call us at +1.888.436.3797

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2020 Genesys. All rights reserved.