CASE STUDY

Data Mining on CRM for Health Industry

How well we understand customer business and delivered fruitful results

ABOUT CLIENT

The client has worked in a system where they have a team dedicated to improving the lives of patients and their families. They are the premier provider of patient data through their newly built ERP system.

They offer a consumer navigation program that puts direct resources in the hands of patients, families, and caregivers for quick and easy access to individualized help for health care and everyday human needs. Families can completely interact with their health system, local community, and personal networks through this initiative, which includes a digital platform, human support, and customized activation campaigns.

CLIENT EXPECTATIONS

Client intended to have a specific contacts data for (Emotional/Health Support, Fitness, Nutrition, Lodging, etc. categories.) within their software, that they could use to provide a viable service for people's daily healthcare and other vital needs.

Client approached us for getting a massive Data Mining by their provided data source sites. They came with a detailed scope guideline for the Data Mining requirements for uploading final approved details in their software.

They wanted a sourcing partner who could comprehend their data needs and deliver a competent solution on time and with 100% data accuracy.

Initially they wanted to test a data on a Google Sheet, later intended to submit daily entries in their own backend system for data mining.

They have a big plan to cover large audience for their selected categories for providing them utmost solution for their livelihoods and essential needs.

They set an expectation to get complete each of the category in a defined time so that simultaneously their backend team can utilize that data for their software accordingly to make the info live for the audience.

CHALLENGE

The biggest issue was filling out a significant number of city-specific contact details for each category across the whole targeted region they had. The Client wanted to cover as many cities as possible for various categories, but they were having problems acquiring accurate information for their software data in a timely manner, as the data needed to be refined, audited, and so on.

On the other hand, they do not have a standard operating procedure in place for their team's productivity, so they were unable to gather data on time for their software need due to a lack of quick data mining skill and strength. They wanted to publish the data as soon as possible, so they decided to outsource data mining through a leading professional outsourcing partner, and then they approached us for the service.

THE GOAL

- Data Mining by Outsourcing Partner
- Maintain Accuracy, Providing Appropriate Information
- Preparing a SOPs for Each Categories
- Covering As much As Data for Publishing Online
- Make Successful Their Consumer Navigation Program
- Providing Outstanding Benefits to their Customers

- Utilizing Best Practice and Strategies
- Improving patients' lives
- Drive Referrals to In-network Services & Reduce Leakage
- Improve Patient engagement and Experience

PROPOSED SOLUTION

Our Data Mining Experts performed a thorough assessment of the client's online business. It allowed us to gain a comprehensive picture of the client's job requirements as per their need. The investigation also identified flaws that needed to be addressed. Giving the best solution & holistic service to our clientele is our specialty, which we successfully offer with the aid of our experienced staff, which is skilled in resolving customer problems and delivering the best results with efficiency.

For the best result we aligned a team on this project who has great understanding and highly experienced in Data Mining and especially dealing with different tools and delivering maximum productivity with utmost sincerity, the team conducted an

experiment to determine which extensive approach would help to complete this project! and we leveraged our skills to deliver this job on time.

Our work pattern is dynamic, & completely fact driven. Before commencing work, we research project objectives, expectations, and strategy before beginning work to ensure our clients' success.

CLIENT TARGETED CATEGORIES

- Emotional Support
- Health Support
- Fitness
- Lodging
- Hospitality
- Travel

HOW IT BEGINS

- Begins with day-to-day communication with client to understand their expectation and business process.
- First, we start preparing SOPs for each category, to make sure our team should follow guideline properly.
- Start Data Mining with the client priority category to cover desirable data.
- Data Mining divided in two teams (Productive & Auditors) to deliver work with efficiency.
- Maintain all the entries with our system and trackers sheet.
- Regularly sharing daily end day productivity report with client.
- Finalize the data and get approval from the client on submitted entries.
- Verified the audit data and rectify the issues.
- Had weekly client feedback call to know their feedback for completed data.
- Had random touch base call with their technical POC.
- Submit master data with client on time.

RESULT

As a result, we set a target to accomplish our data goal within the stipulated time frame, and our client appreciated the effort we put in to finish the job on time and to their satisfaction. Provided utmost support to complete the desirable data before time with accuracy, client was able to timely updates information in their system to publish that for their customers.

Thank You