



Case Study

Southwest Medical Imaging Answers 20% More Calls With Replicant



Customer Overview

Southwest Medical Imaging (SMIL) provides state-of-the-art diagnostic medical imaging and interventional radiology through 17 outpatient centers. With over 50 radiology physicians, each one fellowship-trained in one of 10 different imaging specialties, thousands of patients count on SMIL's medical services for reliable, easy-to-manage imaging care.

Industry: Healthcare

Company Size: 670 Employees

Call Volume: 6,500/Month

Use Cases:

Exam Cancellations, Appointment Confirmation, Appointment FAQs

The Challenge

Before partnering with Replicant, SMIL was experiencing many of the same challenges that every contact center faces: call volumes were high, hiring and retaining agents was difficult, and their existing agents didn't have enough time to spend on the most crucial requests. When they discovered customer service AI, they immediately saw its potential to resolve several use cases related to appointment management – one of their most common request types. Soon after, they found Replicant and began exploring how the Thinking Machine could improve their previous answer rate of 73% and decrease their abandonment rate, which hovered between 19% and 30%.

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“Call volumes were crazy before Replicant. That caused long hold times and high abandonment rates. We needed a way to automate straightforward requests so live agents could help the patients that really needed help with the harder things.”

–Kim Wyszynski,
Director of Contact Center, SMIL

The Partnership

Replicant designed a Thinking Machine to fully automate appointment cancellations and confirmations. Previously, this was a manual process that required agents to go into the system and remove appointment times with each cancellation. With Replicant fully integrated into their stack, however, cancellations and confirmations are now completely automated, and the canceled time slot opens up immediately, no matter the day or time the patient calls in. After going live with Replicant, agent workloads decreased and customers became accustomed to managing appointments over the phone with the Thinking Machine. As we continue to build out new use cases to scale, Replicant's Customer Success Managers and SMIL's care team work in lockstep to design conversation flows that make every experience more patient-centric.



“Replicant was extremely responsive from the start and able to move really quickly. That’s the thing we loved. We would set a meeting, it would happen, and we’d immediately get a follow-up. We had already wasted enough time talking to another vendor. With Replicant, it was a match made in heaven right away.”

– Kim Wyszynski, Director of Contact Center, SMIL

The Outcome

After going live with Replicant, SMIL’s wait times decreased significantly and agents focused on a smaller volume of calls. The average answer rate for agents jumped from about 73% to over 90%, while call abandonment rates dropped from around 25% to as low as 5% on average. In addition, with Replicant eliminating the need for cancellations to be manually deleted from the system, appointment availability became accurate in real-time, allowing more appointments to be filled and reducing unrealized revenue. Internally, SMIL launched Replicant early and strategically to give agents clarity on how automation would improve their experience. Now, it’s not uncommon for SMIL’s agents to have one day a week where they’re not needed on the phones at all and can instead learn new skills and focus on more strategic tasks. Most importantly, Replicant enables patients to now manage their appointments any time of day without waiting on hold, allowing callers with urgent requests to reach an agent faster than ever.

Results with Replicant

700

Calls answered by Replicant per day

20%

More calls answered per day by agents

20%

Lower abandonment rate with Replicant



“Replicant takes up to 700 calls a day, which is pretty huge. That’s the kind of thing that contact centers without automation are missing out on. We’re taking those very repetitive calls off our agents’ plates and upleveling them to learn new skills and spend more time with patients.”

– Kim Wyszynski, Director of Contact Center, SMIL

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