Calls Optimized With AI

Reduced Costs by 25% Optimizing Calls with Machine Learning

THE CHALLENGE

Increasing Costs to Scale Patient Outreach Efforts

The price of success for a growing business comes down to managing costs at scale. This, coupled with the growth of patient-responsible accounts receivable, not only means more calls placed, but also more call minutes devoted to patient education. But when it comes to patient outreach, resource allocation needs to be smarter, not harder.

THE SOLUTION

Identify Unwilling vs. Unable Payers

PFS Group leveraged historical data and machine learning (ML) to predict patients' likelihood to pay, as well as which combination of outreach methods and payment options should produce the highest return. These predictions allow supervisors on the call floor to allocate customer service representatives (CSR) matched to patient's needs. Additionally, artificial intelligence (AI) allows virtual agents to recognize the purpose for an incoming call and deliver relevant answers to the caller. These ML- and AI-powered processes have cut PFS Group's costs by 25% and increased revenue by over 20%.

THE RESULTS

Put People First

PFS Group utilizes AI and ML as a tool to empower CSRs. These automation tools are able to successfully resolve rote tasks, thereby freeing human agents to focus on more complex and rewarding problem-solving.

> "There's no machine learning model that can solve everything. In the end, it's the human who has to decide, but PFS gets pretty close by intelligently combining the best of both."

BENEFICIARY

PFS Group operates a 400-person customer service center out of our headquarters, in Houston, Texas. We manage over $3 billion dollars in accounts receivable for large hospital systems each year.

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