

St Vincent's Hospital Sydney

We spoke to Hazel Sgouras from SVHS about her experience working with SyncEzy (edited for brevity).

Tell us about your work at SVHS

I'm the contact centre manager for the Alcohol and Drug Service at Saint Vincent's Hospital in Sydney and the core function of what we do is provide drug and alcohol counselling via telephone and webchat-based mediums. We have a range of telephone lines (11 different phone lines) that come through to a team of counsellors that are based over New South Wales. We also do ACT and Western Australia.

How did you first find out about SyncEzy and their work?

For context, I'll take you back to when we initially had two separate systems. One system was telephony called OpenScape and the other was a CRM called Sugar CRM. We found that we were in a bit of a situation where we were using end-of-life versions of both systems.

We needed to take the opportunity to consider "Is it worth upgrading the current systems that we have or looking at brand new solutions? What would be the benefits?". So in that initial phase of exploring, what would be the best path to take? We had our IT team at St Vincent's involved with us as we didn't initially know the scale of the market or what was available. What are the contemporary solutions out there? What are the kinds of features that they're offering? And so, initially, there was a collection of what we call our functional requirements. I would say that it was the support from our IT team that provided us insight into what companies we looked at. Our IT team recommended Zoho as a solution and it was found that SyncEzy was a partner that could help deliver on that.

We then had a demonstration to have a look at what it looked like and what types of features it had before IT came back into assessing our requirements and whether they could be met.

What was the scope of work that SyncEzy completed for SVHS ADS?

It was quite a large scope of work.

It was divided into a couple of phases, so the first phase and one of our main aims in the process was to get an integrated version of both the telephony and the CRM system. That's something we hadn't had before. You could go and get one solution that does all telephony and CRM. However, again, with support and advice from our IT team, it was decided that we would probably get the most benefits in going with two separate solutions.



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Both solutions had a variety of benefits and very modern features but we wanted to go a step further and see if we could have some sort of integration. So if we're getting a call and if we're collecting data through an interactive voice response and then that's being pushed into our CRM, all these little efficiencies can reduce the time for our counsellors in doing their data entry and the overall work processes. Even if it's a couple of seconds here and there overall, that's going to save time for the counsellors in their data entry work which then makes them more available to be able to answer calls on our helplines. So I would say that that was one of the key aspects and SyncEzy was really involved. Phase One was to test that the integration actually worked before committing to the full implementation. The SyncEzy team worked with our other partner, NTT, who provided the Genesys Telephony solution. The test was successful enough in phase One that we proceeded to actually implement both solutions.

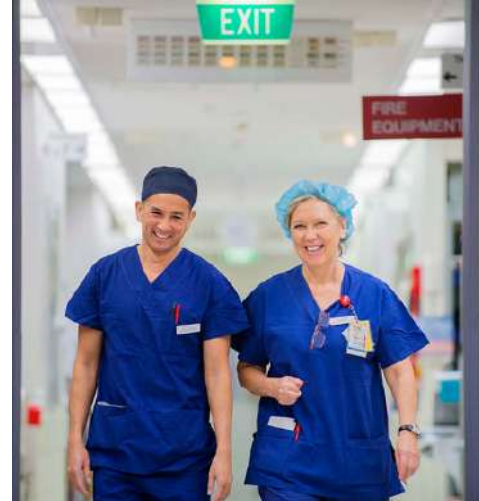
How did you find working with SyncEzy and partners in terms of the scope of the project?

If you're in the project world, people know the term scope creep. And I've really learned that everyone can have all these great ideas but then the scope of the work can really start to go wider than what it was originally. And if you're not careful, then you're going to go over your timelines, etc. So we had to keep to a very specific scope of what we wanted.

However, I would say, SyncEzy was very very helpful in terms of providing us with solutions. We hadn't even thought of efficiencies in our workflow processes, which then was still part of the scope, but it then allowed us to build a slightly customised version of the Zoho system that really tailored to our needs and so made the overall process more efficient.

Let me give you an example. We have a service line that's for health professionals only to call through and receive advice when managing a patient with any drug or alcohol dependence. When that call comes through, typically it will be answered either by a nurse or a counsellor. And if it's complex, the case can then escalate to an addiction medicine specialist.

So the specialists don't actually use the system and we needed a way for them to actually be sent a summary of the core query, that's very easy for them to review and then just reply with their notes. So, with the help of SyncEzy, we integrated Outlook email integration within Zoho. With a click of a custom button, it would collect all the information from that customer record, template or field and send it by email to the specialist and all they need to do is just direct reply.



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When they reply, their clinical notes automatically come into the system and get saved. So that's just an example of a really efficient workflow that SyncEzy was able to support us in that and give us ideas of where should these custom buttons be. They've also helped develop what we call an advanced search of a database that we have for different service providers.

There's been a lot that they've really helped us with because it's quite challenging sometimes when you're implementing a new system and slightly customising it. You can't always go with what you're used to but then you don't know what you don't know. And so it's really important to get ideas and still be open to implementing something a bit different, that's going to work and ensuring you're not just recreating the same systems you've already had.

Working with SyncEzy meant that you got a more customised solution. Did you look at other solutions?

Yes, we did. A lot of the decision of whom we could look at was with our in-house digital and technology team. This IT department really had the final say on whom we could look at because we're part of a hospital and we have to make sure that the solution meets the hospital's IT Cyber criteria for compliance, privacy and all of those parameters. We really went with their suggestions after we had provided our requirements as they knew what we wanted. We've probably looked at least four solutions.

What was the feedback you received when you demo'd the recommended solution to your team?

It was quite an intricate process. Before we even built the demo, we had the team of counsellors involved in providing ideas along the lines of "if you had a blank board and you could really just create something brand new...". We gathered some ideas of "What would you like to see?", "What would you imagine the page to look like?", "What fields would we have?", "Where would they be placed?". So we got all of those ideas to really start to get them to come on board on the journey. We could also learn from the process, "What are the great ideas that the team has that we could still implement in the build?". From there, the counsellors had really early participation in some of the designs, which we then adapted. When they saw a test build, it was much easier for them to get used to and understand why we had built it in a certain way. We had a couple of champion testers whom we had spend more time on testing different functions to make sure that the test was working and then we had our wider team feedback.



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with our key functions, everything was working as expected. We asked "Is there anything we haven't thought of?", "Are there any issues?". When we actually did the final build, we made sure that everyone had specific training and went through all the workflow functions so that they knew how everything worked.

What's next for you in terms of organisational business performance?

From going through something like this project, you're exposed to all the features and solutions out there and we haven't been able to implement every feature. So for example, there's call sentiment (analysis) which is related more to the telephony side where you can then look at the call and get an idea of "Were there a lot of different emotions?" "Was a caller happy or angry?" So that's another feature that we could look at in the Zoho system. There's always potential to expand, but right now, because we've only freshly implemented it earlier this year, it's working really well for us. We'll probably see how that goes for a little while. The next thing we could probably do is implement after-call surveys into our calls. At the moment, we are using an SMS integration with Zoho to send out an SMS to callers, asking them to rate the call from 1 to 10 on their experience. In future, there's definitely the potential to send callers who don't want to give their contact details to transfer them to a survey line if they want to stay on the phone.

Finally, what was it like working with the SyncEzy team?

A Team. It's definitely been the A+ plus team. Everybody that I've worked with at SyncEzy has been amazing. We've had the most contact with Hayden throughout the project and he's provided the project management assistance, he's helped with ideas, helped with the build and with the implementation. He's been in weekly meetings with all of us here at St. Vincent's. I really can't recommend him, Hari and the support that we've received highly enough. My view is that nothing was impossible and I was actually just quite surprised at how much they, if we raised a query, gave us back in terms of advice and support. Hayden would go and create Scribe user guides for us and just make everything easy. If we forgot something, he would even give us tips on how to go into the backend to the admin section and change processes. He gave us the skills to make those changes in the future without him. Thanks so much for the ongoing support from SyncEzy, which is something that we need. It was really good, the whole experience.



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