

**Managed Services Expertise:**

## Using Amazon Connect to create a better customer experience

### The Client


NHS Midlands & Lancashire Commissioning Support Unit (MLCSU) helps NHS customers improve health by looking at the ways they deliver accountable care. They do this with the support of 1600+ expert staff based across the Midlands and the North-West.

### The Challenge

MLCSU handles a large volume of patient referrals from Clinical Commissioning Groups and GPs in the Northwest of England through their Referrals Management Service (RMS) but the system was out of date and needed modernising to support the sheer volume of referrals and improve effectiveness.

### Results at a glance

- ✓ Automated Dialler – built using the Amazon Connect cloud telephony platform
- ✓ 94% reduction in time taken to make outbound calls
- ✓ Reduced costs – due to improved processes and reduction in mailers issued to patients
- ✓ Increased efficiencies and improved scalability



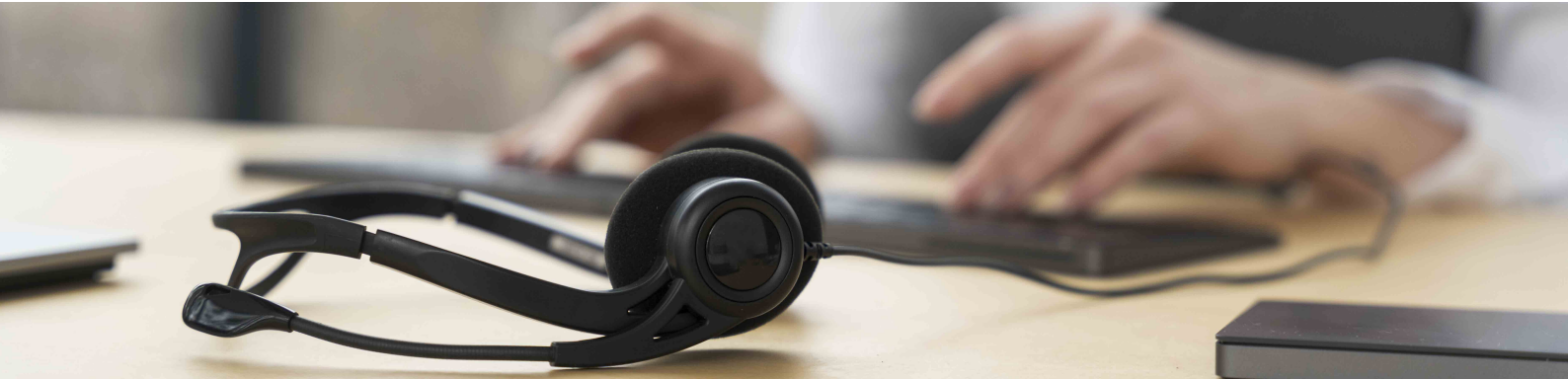
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## The Approach and the Solution

We quickly identified that using Amazon Connect would help increase efficiency for operators and ensure a better experience for patients by:

- deploying an Automated Dialler (an AI enabled telephony assistant)
- automatically dialling all outbound calls and making initial contact with patients
- giving patients the option to be automatically connected to a live operator (with no cost to them)

## The Results

The new cloud-based system has given the Referral Management Service a level of business agility, enabling it to enhance its contact methods to suit patient needs. With increased efficiencies the department is able to concentrate its efforts on other incoming calls, harnessing the team's experience to work with patients and ensure they are quickly directed to the right service for their healthcare needs.



## What our client says



The automated assistant is driving a lot of efficiency for our call operators and helping to maintain staff satisfaction. Digital Space has become our go-to partner for voice automation and due to the project's success, we have a long list of projects we plan to automate."

**Priyantha Jayawardane,**  
Deputy Director,  
Digital Innovation Unit

## Why us

**AWS Managed Service Partner since 2015**


**NHS experience since 2017**

**Amazon Connect automation expertise since 2018**

**We have developed products that add value to Amazon Connect**

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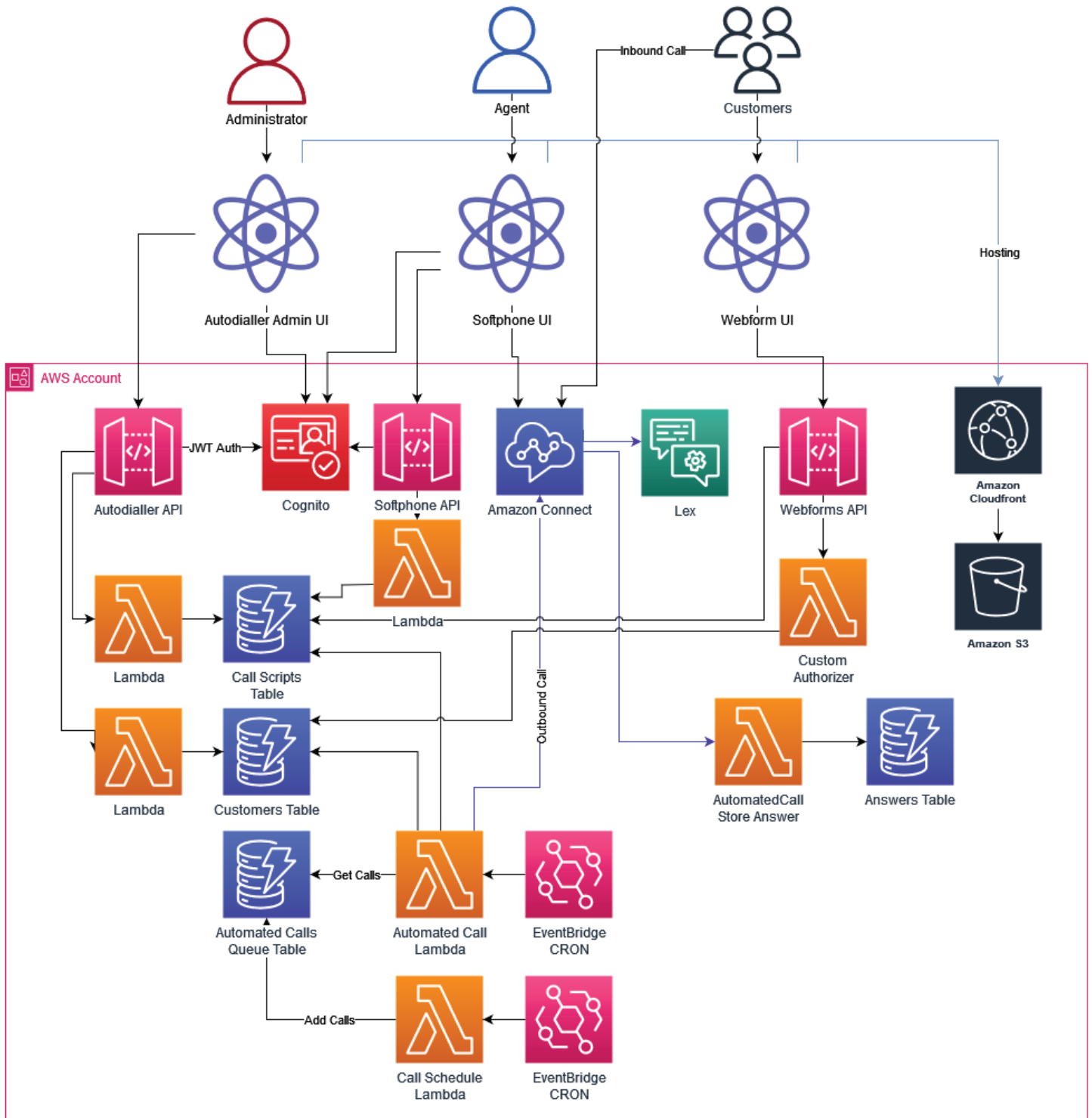
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## AWS Architecture Diagram

This diagram shows our solution architecture for NHS Midlands & Lancashire Commissioning Support Unit (MLCSU).



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