



## Client Requirements

- To improve overall patient care through district nursing services.
- To improve the call capture rate from 25%.
- To reduce the number of complaints against the Primary Care Trust.
- To provide patients with consistent and effective service.
- Provide English first language speakers.

## Direct Response Solutions

- Direct Response provided a blended call handling solution made up of both dedicated and bureau agents.
- The 2 dedicated agents were responsible for fielding the majority of calls.
- Should the call volumes warrant, these would spill over to the bureau team.
- Bespoke training on the PCT call profiles.

## Results

- Call handling rate increased to 98% from 25%.
- Complaints reduced from 200+ per week to 0.
- Reduction in the number of repeat callers.
- Dedicated training meant empathy of call handlers was consistent..
- Additional services rolled out 'Virtual Ward'.
- Overall patient satisfaction increased.

*"We originally came to Direct Response for advice, however it soon transpired that they could help us in a number of ways. Since working with Direct Response we have reduced the costs of delivering the District Nursing Service, improved patient satisfaction and reduced complaints down to 0. They have been absolutely fantastic to work with and fully understand the pressures we face in the NHS."*

Lead Nurse for District Nursing.