



Zeel offers patients a fast, frustration-free way to schedule a massage

About Zeel: Zeel offers “last mile” care that delivers peace of mind where and when it’s needed, whether via medical testing, injury recovery, or freedom from pain. This forward-thinking delivery model increases compliance, improves outcomes, and reduces costs. Whether via on-site visits or live telemedicine, Zeel believes good health begins right where you are and should be accessible wherever you go.



THE CHALLENGE

Zeel prides itself on its technology designed for seamless healthcare delivery.

Within Zeel’s platform, patients are empowered to personalize their care, schedule appointments, e-sign documents, and submit payments, all while providing employers and insurance partners with measurable, data-rich outcomes.

However, when patients called to schedule an appointment, very little was automated.

This was particularly an issue for new patients needing to navigate through a very specific process and set of requirements.

Zeel began exploring automation options for patient self-service - wanting to bring the same level of personalization, accessibility, and seamless design of their existing self-service experience to voice.

OUR SOLUTION

NLX offered Zeel a quick solution for new patient referrals to assist in scheduling appointments using the Conversations by NLX platform.

The journey begins with a virtual assistant greeting the patient and asking how it could help them.

When the patient said they wanted to schedule an appointment, they were texted a link where the virtual assistant would guide them through an on-screen journey.

This allowed for automation of the internal scheduling process and assisted the patient in booking a massage with ease.

NLX’s Conversations by NLX platform solution successfully enabled Zeel to better serve patients while utilizing assets already in place.

Furthermore, Zeel patients enjoy an always-available solution with no-wait time, self-pacing, and the ability to interact with the smart assistant in the context of what they’re seeing on screen.

About AWS: Amazon Web Services (AWS) is the world’s most comprehensive and broadly adopted cloud platform, offering over 200 fully-featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

In partnership with:



PATIENT EXPERIENCE

When a patient calls into Zeel, a Voice Assistant greets the patient and asks how it can be of assistance. When the patient requests to schedule an appointment, they are texted a link to open, and the Voice Assistant verbally guides them through the process to book an appointment on their phone screen. Voice Compass recognizes if the caller is using a landline and will seamlessly route landline callers to a live Zeel Patient Care representative.

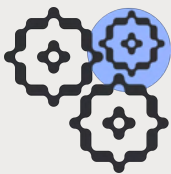


Patients follow along until they receive confirmation that an appointment was booked! Patients are now receiving personalized self-service from Zeel 24/7.

THE WIN

NLX's solution to help Zeel's patients navigate through the appointment scheduling process using a Voice Compass virtual assistant (a product enabling multimodal automation available within the Conversations by NLX platform) which allows the patients to easily request an appointment, and begin their care and services, without the need to contact a customer service representative.

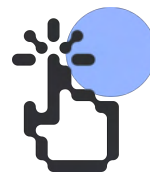
Additionally, this cost-effective solution also helps maintain high-quality of care at scale.



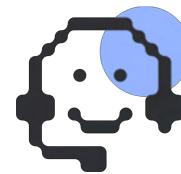
Automated



Personalized
Customer
Service



Friction-free



Call Center
Support