

Cenaced Goes Remote, Providing Telehealth Services Safely and Effectively with Bright Pattern's Virtual Contact Center Solution



Background

Cenaced is a non-profit healthcare organization based in Mexico City, Mexico. Centered around a team of professors and students from Universidad Anahuac, Cenaced provides free telehealth services to help citizens in Mexico deal with stress from the COVID-19 pandemic and quarantine. With the high-stress situation caused by the pandemic, the Kaiser Family Foundation found that the pandemic has negatively affected the mental health of 56% of adults. As a result, many organizations focusing on mental health have seen their client volumes increase drastically. Cenaced is now handling almost 10,000 people per month.

Challenges

Due to the COVID-19 pandemic, the demand for telehealth services skyrocketed. Cenaced, like other mental health service providers, became overwhelmed with callers seeking health services remotely. Due to their remote health services, many people turned to Cenaced for assistance during the pandemic, dramatically increasing call volume. As a result, Cenaced began handling almost 10,000 clients a month. Cenaced had to adapt to the situation and find a way to provide health services while staying safe and complying with government stay at home orders.

Objectives

-  Cloud-based platform that supports a fully remote workforce
-  Keep employees safe through a remote setup
-  Increase support to match increasing call volume
-  Increase number of remote assistance stations to help rising demand
-  Seamless integration with existing systems
-  Quick setup and deployment time for fast turnaround



Bright Pattern enabled us to transition to a cloud-based contact center in record time.



Cenaced Customer Experience Representative

Solution

Cenaced searched for a 100% cloud platform provider and discovered Bright Pattern. Impressed by Bright Pattern's fully cloud-based system, Cenaced saw a partner that could help them seamlessly implement a remote workforce. The virtual capabilities, effortless omnichannel communications, minimal upfront investment, and quick deployment times convinced Cenaced to partner with Bright Pattern.



Alestra, Bright Pattern, and CalltOnce support initiatives that change lives with advanced technology.



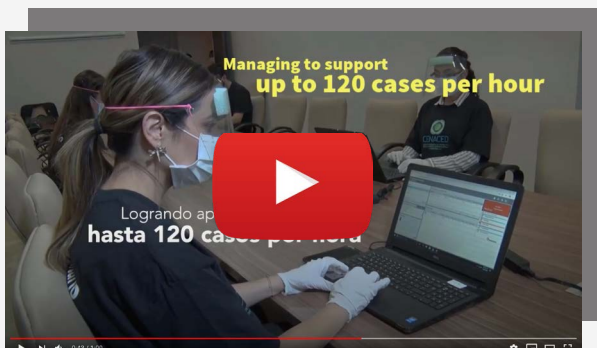
Bright Pattern was able to set up and deploy a virtual platform for Cenaced in "record time" with the help of Bright Pattern partners CalltOnce and Alestra. CalltOnce provided support, implementation, training, and configuration, while Alestra donated internet connection, SIP trunks, and DIDs. Cenaced was seamlessly transitioned to a fully remote workforce which allowed the company to keep its employees safe while maintaining high productivity. Bright Pattern was also deployed in various locations by Cenaced to help facilitate the establishment of remote assistance centers across the country to handle increasing call volumes.

Results

After implementing Bright Pattern's solution, Cenaced was able to safely and seamlessly transition to a remote workforce. Cenaced was able to establish more remote assistance centers than ever before, allowing Cenaced to handle increasing call volumes. Despite the increase to almost 10,000 clients a month, Cenaced was fully prepared to handle the increase in call volume while transitioning to a remote setup thanks to Bright Pattern's fully cloud platform and fast deployment times.

As lockdowns and the COVID-19 pandemic continue in many parts of the world, many more people will feel the stress and negative emotions that come with the pandemic. Services like Cenaced's telehealth will become more crucial, and demand will increase. With Bright Pattern's cloud platform, providers like Cenaced can continue providing excellent service while easily handling increasing volumes of clients and working safely from home.

View the Cenaced Success Video



How Else We Helped During COVID

