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Healthcare Industry Report 2024

Hitting Home:

How Secure is the Home Contact Center?

Crucial insights for the healthcare sector

Customer centricity is an unstoppable force shaking up consumer-facing industries – and the healthcare sector is not immune. Providers are not only striving to meet the evolving demands of patients across the end-to-end healthcare journey, but they are also looking to replicate the experiences they are used to when engaging with other sectors. According to McKinsey 90% of healthcare provider executives and 100% of CMOs identified consumerism as a top priority for their organization*.

Why is this important? Patient satisfaction and engagement is key to the success of healthcare organizations.

It's not just about providing medical services; it's about providing a positive overall experience for the patient. This leads to better adherence to treatment plans and overall treatment outcomes; but it also leads to customer retention in a sector being disrupted by tech-enabled providers.

Healthcare providers must consider patient experience and satisfaction across every touchpoint. And our latest research highlights a crucial aspect of this: consumer security concerns about interacting with providers that employ work-from-home (WFH) contact center agents.

Security concerns

Over a quarter (26%) of consumers believe it is unacceptable for WFH agents in the healthcare sector to handle personal information or data.

Consumer sentiment

A further 42% demand that healthcare companies provide clear evidence that extra security measures are in place for it to be acceptable.

*McKinsey & Company: 'Driving growth through consumer centricity in healthcare' 2023

Take Five

67% of people raise significant concerns about healthcare providers that have contact center agents working at home.

Just 37% are comfortable sharing personal health information and data with a contact center agent working from home.

54% would either walk away or consider walking away from a relationship with their healthcare provider if it became apparent that a contact center agent working from home was not in a completely secure environment.

78% want their healthcare providers to be more open about the security measures in place to protect payment information and personal data.

Consumers find the ability to input personal information and payment data using their phone's keypad while on the call with the agent the most reassuring measure.

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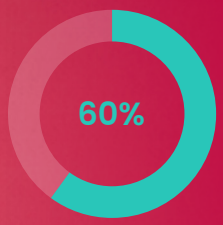
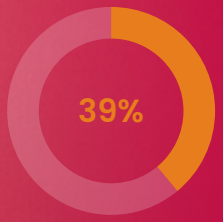
Data security fears



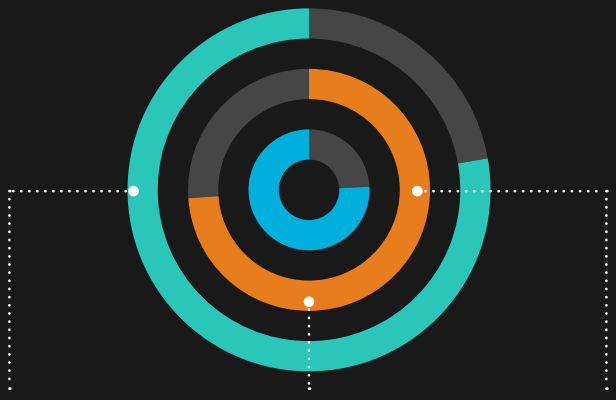
60% of consumers are uncomfortable sharing their social security number with WFH contact center agents, 56% are uncomfortable sharing credit or debit card details.



39% are uncomfortable sharing any personal health information or data.

A wake-up call for healthcare providers

Over half (54%) of consumers would either walk away or consider walking away from a relationship with their healthcare provider if it became apparent that a contact center agent working from home was not in a completely secure environment. Our research indicates that:



Security protocols: 78% of consumers expect openness about the security protocols protecting their payment and personal data.

Transparency is key: 74% of consumers want healthcare providers to be upfront about employing WFH contact center agents.

Trust through robust measures: 76% of consumers are more likely to engage with providers that implement and disclose robust data security measures.

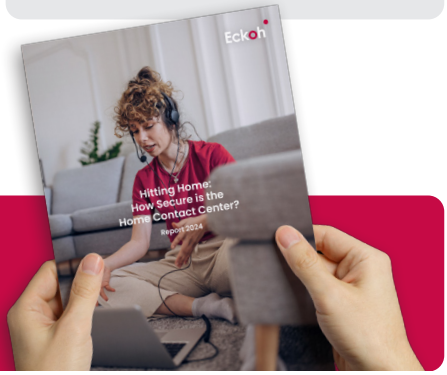
Essential steps for healthcare providers

To effectively respond to these demands from patients, healthcare companies must focus on three key areas:

1. **Transparency & disclosure:** Being honest and open about WFH practices and security measures in place.

2. **Investment in technology:** Implementing the right technology to enhance data security.

3. **Reimagining relationships:** Developing a new approach to managing and supporting WFH agents.



Discover how you can safeguard your business by downloading our full report here

In today's competitive landscape, can you afford not to take these steps?