

AI-Driven Innovation Elevating Patient Care

Wockhardt Hospitals' AI-Powered
Revolution in Patient Engagement and
Support

BACKGROUND

Kenyt.AI is a market leader in AI transformation, catering to more than 1000 companies across multiple domains. Their latest offering, the "**Healthcare AI Assistant**," is a specialized product for hospitals and healthcare providers.

Wockhardt Hospitals, part of the Wockhardt Group, is a leading healthcare provider in India, established in 1991. With a presence in multiple cities, including Mumbai, Nagpur, Nashik, and Rajkot, Wockhardt Hospitals are known for their advanced medical technology, experienced professionals, and comprehensive healthcare services. The hospitals have received various accreditations and awards for their excellence in healthcare.

CHALLENGES

With a ground presence of over three decades, Wockhardt Hospitals had a wide patient base and a strong reputation. However, several challenges hindered their growth and efficiency:

- 1 The existing appointment booking system was inefficient, with only 1% of visitors successfully scheduling appointments, hindering patient acquisition and satisfaction.
- 2 Patients struggled to find the right doctors due to a lack of effective search tools, leading to frustration and delayed care.
- 3 Providing support in multiple languages was challenging, limiting accessibility for non-English speaking patients.
- 4 The hospital wanted to completely automate the process of patient engagement and convert leads using the live chat option on the website.
- 5 The customer support team faced an enormous burden, handling numerous incoming queries manually, leading to inefficiencies and long response times.
- 6 The expenditure on traditional marketing methods, such as cold calling, was skyrocketing, necessitating a reduction in expenses.

KENYT'S AI ASSISTANT

Wockhardt Hospitals wanted to deploy an AI-powered Assistant on their website to automate the appointment booking process, enhance doctor search capabilities, and provide robust multilingual support. They aimed to offer patients a state-of-the-art platform for seamless engagement with the hospital.

Kenyt.AI not only focuses on increasing engagement rates but also on providing impactful responses. With the "Healthcare AI Assistant," Kenyt.AI improved patient engagement by deploying a solution that allows patients to interact and receive replies in real-time. The conversational AI provided personalized replies, guiding patients to make quick and effective decisions. This significantly minimized the revenue spent on administrative tasks and other operational activities.

RESULTS



Appointment Scheduling Rate

After deploying Kenyt AI Powered Assistant, the appointment scheduling rate increased from 1% to 7.19%, greatly improving patient convenience and satisfaction.



Lead Capture

Lead capture rates saw a dramatic rise from 0% to 25.27%, indicating a substantial increase in patient engagement and conversion.

THE OUTCOME

1

Appointment Booking:

Implemented an AI-powered chatbot to streamline and automate the appointment booking process. The chatbot provided real-time assistance and facilitated seamless appointment scheduling.

2

Doctor Search:

Introduced an advanced AI-based search system that allowed patients to easily find and connect with the right doctors based on their specific needs and preferences.

3

Multilingual Support:

Deployed a multilingual AI system capable of interacting with patients in various languages, improving accessibility and support for

4

Lead Capture:

Enhanced the website with AI-driven tools to capture potential leads effectively and engage visitors more interactively. Lead capture rates saw a dramatic rise from 0% to 25.27%, indicating a substantial increase in patient engagement and conversion.

KEY TAKEAWAYS

Wockhardt Hospitals' adoption of Kenyt.AI's Healthcare AI Assistant resulted in a significant technological transformation, automating appointment booking, doctor search, and multilingual support. Visitor engagement with the lead form increased by 25.27%, while lead capture rates rose from 0% to 25.27%. The appointment scheduling rate improved from 1% to 7.19%, significantly enhancing patient convenience and satisfaction. Additionally, the AI-powered chatbot reduced marketing and cold calling expenses by 44% and decreased the customer support team's workload by 38%. This AI solution enabled patients to make informed decisions quickly and independently, greatly improving overall patient experience and operational efficiency at Wockhardt Hospitals.



ABOUT KENYT.AI

Kenyt, established in 2018, is a pioneering force and emerging leader in AI-driven solutions reshaping industries through innovative products. From AI Campaigns to Chatbots and AI Assistants, CRM, and Service Desk, we drive businesses towards growth, efficiency, and engagement. With a vision for automation, Kenyt is at the forefront of revolutionizing industries through AI transformation.



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