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## Case Study

## About

**Rectangle**  
HEALTH



Leading healthcare payment and premium processing companies



Works with 60,000+ healthcare providers in the U.S.



\$6 Billion in payments processed annually



Headquarters are located in Valhalla, New York

## The Challenge

As a partner to healthcare organizations across the United States, Rectangle Health knows that practices rely on all office systems to function seamlessly. Rectangle Health's clients rely on their healthcare and payment technology to operate correctly and quickly, to keep waiting times short, to securely maintain accurate patient information, and to ensure an overall positive patient experience.

## What they were facing



Backlogged practices and long customer waiting times

Disconnected internal communication processes

Inefficiency navigating multiple technology systems

Manual efforts to follow up on customer interactions

## Solution

Rectangle Health partnered with OvationCXM to deliver exceptional product support at scale across multiple communication channels within a single platform. By providing a single point of contact for any payment troubleshooting needs, OvationCXM furthers Rectangle Health's goal of delivering easy-to-use technology, while having the complex backend ability to interface with multiple technologies.

Rectangle Health is also working with OvationCXM to set up a connector with a key ecosystem partner to enable seamless collaboration between their organizations and deliver unified experiences for shared customers.

With OvationCXM, Rectangle Health is now able to:



Monitor and quickly respond to customers 24/7 across phone, chat & email



Create cases in Rectangle Health's CRM automatically



Connect data across systems



Deliver knowledge to agents quickly



Load-balance work assignments



Provide a friction-free customer experience


“[OvationCXM] is a strategic partner for us and is an integral part of our ability to deliver great customer experiences and deliver fast, consistent, and high-quality support for our customers. They are easy to work with and have proven they can quickly provide flexibility to our business as we expand. We're excited to have them as part of our team.”

**Sandie Ryan**

Vice President,  
Business Operations,  
Rectangle Health

## Results

OvationCXM's CX Support Team has grown to become a natural extension of the Rectangle Health team and continues to deliver exceptional results for the team.

	Before OvationCXM	After 3 months with  OvationCXM
Average Handle Time	<b>45 Minutes</b>	<b>12.4 Minutes</b>
Average Response Time	<b>40 Minutes</b>	<b>2.2 Minutes</b>
Customer Satisfaction (CSAT)	<b>N/A</b>	<b>85%</b>

Want to learn more about how OvationCXM can work for your organization?

[Learn More](#)