CONTACT CENTRE

Leads that arrive after the desk closes

After-hours enquiries are the most motivated demand a hospital gets, and the most neglected. How to close the gap.

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THE PROBLEM

The desk closes. The ads do not.

- Forms land in an inbox nobody owns overnight
- Missed calls ring out; the log is not anyone's job
- WhatsApp sits on a phone in a drawer
- Ad platforms record a conversion, so the dashboard looks healthy
- Morning works the queue after live calls, often after lunch

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WHAT ARRIVES

Read a week of them first

ROUTINE	Motivated appointment requests from people free only after work
ANXIOUS	Symptom questions that need careful routing, not a sales reply
URGENT	A few that should never have been in a form
EXISTING	A report, a bill, tomorrow's appointment
ABROAD	Evening in India is their working day

Each needs a different response. One undifferentiated pile is where the leak begins.

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CHEAPEST FIX

Acknowledge instantly, honestly, every channel

- Say when the desk opens and which number will call
- Offer a way to book a slot right now
- Never promise 'our executive will call shortly' at midnight
- Treat missed calls the same: SMS or WhatsApp with the callback time

Every acknowledgement carries the emergency number and ambulance route, stated plainly.

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SAFETY LAYER

Never make an emergency wait in a sales queue

- Forms and chats state the emergency number at the top
- Urgency words trigger an instant reply and a flag to whoever is on duty
- Rules approved by the medical director and reviewed regularly
- Non-urgent clinical questions go to a clinical call-back or a consultation offer

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NIGHT COVERAGE

Which level of coverage you need

EVENING SHIFT	Enquiries cluster after dinner; stay open later, not all night
CENTRAL DESK	One night desk across a group's units, cost shared
AUTOMATION	Chat or WhatsApp booking where slots are exposed; voice agents for simple visits
THE MIX	Instant acknowledgement, self-service booking, live evening, strict urgent route

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THE PEOPLE

The evening team needs a different brief

- Safe transport home decides whether the shift survives
- Authority to book and reschedule without approval
- Know which doctors accept late additions to morning OPD
- Reward completed appointments, not calls handled

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FIRST HOUR

The morning decides the outcome

1. Named agents work the overnight queue first
2. Queue sorted by type and priority, with channel and acknowledgement shown
3. Call by recency and intent, on the channel the patient chose
4. Record the loss reason when they booked elsewhere

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FOR LEADERSHIP

Four numbers that size the gap

1. Share of enquiries arriving after the desk closes
2. Median time to first human contact for them
3. Conversion to appointment and visit versus daytime enquiries
4. Most common recorded reasons for loss

Before buying anything, read one night's log with the contact centre lead and a unit manager.

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READ THE FULL GUIDE

The after-hours enquiry problem, in full

- Honest acknowledgement templates by channel
- Choosing between evening shift, night desk and bots
- Moving ad spend to hours you can answer
- gauravphogat.com/after-hours-enquiry-problem

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