HOSPITAL LAUNCH

For the first month, the phone is the hospital

The hardest month a contact centre will ever have, staffed by people with the least information. Scripts, routing, cover.

Swipe →

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THE LAUNCH MIX

Calls a mature centre never sees together

- A wave of curiosity: is it open, where, what does it have
- A smaller, valuable stream of real appointment requests
- Job seekers and vendors who found the only number
- Emergency and ambulance calls that must never wait
- Insurer and corporate queries nobody prepared for

The group's scripts are written for a hospital patients already know. Yours is not that hospital yet.

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QUESTION BANK FIRST

Collect what callers ask before the first call

- Pre-launch forms, WhatsApp, social comments, project office calls
- Other units' first-week questions, if the group has opened before
- Front office, insurance desk and joining doctors' expectations
- Mark live facts with a named owner who updates daily

  Doctor schedules, empanelled insurers, services, prices, directions

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SCRIPTS

Short, warm and honest

OPENING	Hospital name, agent's first name, offer to help. No promo line.
NOT YET	What is available now, when the gap closes, a logged callback
HANDOVER	Anything clinical, urgent or distressed goes to a trained person
LANGUAGE	Core scripts in the catchment's languages, agents switch freely

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ROUTING

Fewer options, clearer owners

1. Emergency and ambulance first, bypassing the queue, tested daily
2. Appointments and enquiries to the main team
3. Everything else to a separate queue with its own callback promise
4. Unanswered calls become CRM callback tasks with owner and time limit

WhatsApp and web chat are the same front door. Same question bank, same tasks.

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COVER

Plan a range, not a number

- Staff a reasonable base, decide surge sources in advance
- Put the marketing calendar beside the roster
  Do not let marketing launch anything the phones cannot answer
- State hours honestly on the IVR, emergency still reaches a person
- A paper booking fallback for telephony, CRM or HIS failures

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THE ROSTER

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Give one person the job of maintaining the live doctor roster and publishing changes to agents at a fixed time every day.

Every ad naming a doctor not yet seeing patients generates calls that end in disappointment.

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DAILY STAND-UP

Measure every day, with the unit head and marketing

- Calls offered, answered, wait time, abandoned
- Callbacks due and completed
- Share of appointment calls that became a booking
- Top call reasons and top questions agents could not answer
- Listen to a handful of recordings. Reports say what, recordings say why.

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READ THE FULL GUIDE

The launch-month contact centre, in full

- The week before the lines go live
- Every published number, routed somewhere sensible
- When launch setup ends and business as usual begins
- gauravphogat.com/launch-month-contact-centre

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