

Ayushman Bharat



About TB Helpline

Ayushman Bharat (AB) is an attempt to move from sectoral and segmented approach of health service delivery to a comprehensive need-based health care service. Ayushman Bharat aims to undertake path breaking interventions to holistically address health (covering prevention, promotion and ambulatory care), at primary, secondary and tertiary level. Ayushman Bharat adopts a continuum of care approach, comprising of two inter-related components.

The Government of India is committed to ensuring highest possible level of health and well-being for all, through a preventive and promotive health care orientation in developmental policies and universal access to good quality health care services without anyone having to face financial hardship.

The Need of the Client

Ayushman Bharat required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the critical nature of healthcare services, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of Ayushman Bharat. This included a variety of complementary services, built around the core solution consisting of inbound support regarding insurance announced by Pradhan Mantri for eligible people.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

Ayushman Bharat gained the utmost in terms of healthcare delivered to the populace, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for Ayushman Bharat into our existing processes so as to evolve our services for the tech-driven future!