

National Fertility Network Rebuilds Service Level from Single Digits to 88%, Outperforms In-House Team by 15 Points on Patient Conversion

Industry: Healthcare



The client is a national network of fertility and family-building clinics that needed to rebuild its patient access operation fast. Service levels were in single digits, and critical workflow knowledge sat with a small group of tenured staff, with documentation scattered across disconnected systems. Patient access is run as a strategic capability rather than an overhead function, because for the patients this network serves, every call is part of a decision they've spent months working up to.

The Results

88%

Service level achieved in the launch month, rebuilt from single digits

+15 pts

New Patient Conversion outperformance versus client's in-house advocates

90%

Customer experience volume share absorbed within three months of launch

15 days

Faster speed-to-proficiency for new hires, via GENius agent assist

The Challenge

Our client operates a national network of fertility and family-building clinics across 21 U.S. locations, serving an emotionally invested, financially exposed, and time-sensitive patient population. When ResultsCX took over, service levels were barely reaching double digits. CSAT sat in the 70–75% range. Institutional knowledge existed informally inside the client’s small internal team, with documentation scattered across disconnected systems. New hires took months to ramp. The launch wasn’t a planned transition; it was expedited because the existing model had stopped working, with no margin for a slow rebuild.

The Solution

ResultsCX deployed a dedicated onshore patient access team, chosen specifically for the cultural fluency and patient-population fit this specialty demands. We treated the engagement as an operational rebuild from the inside out: absorbing the operational knowledge, centralizing the documentation, and layering proprietary technology to compress ramp time and lift service levels in the launch month.

- **Centralized Knowledge Layer:** Months of document audits, workflow mapping, and extraction of undocumented institutional knowledge, pulled into a single structured knowledge base that ResultsCX owned and the client could actually use.
- **GENius Agent Assist Platform:** Our proprietary AI-powered platform surfaces the right answer, the right script, and the right next step in real time, cutting new-hire speed-to-proficiency by 15 days and lifting tenured-agent productivity.
- **CallMiner Analytics and Nurix AI Integration:** Speech analytics deployed to surface operational insights and patient pain points; Nurix AI agent replacing the legacy after-hours human dispatch system with intelligent routing on CXOne.
- **Scope-Expansion Capability:** From new-patient appointment intake at launch to full customer experience handling, clinic and nurse coordination, member services triage, and direct member services with verification of benefits on the client’s VPN.

The Customer

A national network of fertility and family-building clinics operating across 21 locations in the United States, serving patients navigating IVF, egg freezing, fertility preservation, male fertility, oncofertility, surrogacy, donor programs. These are some of the most personal and time-sensitive specialties in U.S. healthcare. Its model demands deep specialty understanding, fast operational adaptation, and a patient experience that matches the emotional weight of the journey.