



Using the Voice of the Digital Customer to Move Ahead of the Market

Organization

Virtua Health is a nonprofit health system serving southern New Jersey. In addition to five hospitals, two satellite emergency departments, eight urgent care centers and more than 280 other locations, Virtua brings health services directly into communities through home health, rehabilitation, mobile screenings, and its paramedic program. A Magnet-recognized health system ranked by *U.S. News and World Report*, Virtua has received many awards for quality, safety and its outstanding work environment.

Key Takeaways

- The best way to move ahead of the market is to ask website visitors what they want. Virtua used gSightSM, a suite of digital improvement tools developed by Greystone.Net and Klein & Partners to help them better understand the voice of the digital customer.
- Using analytics from gSight surveys was key in directing the team into what marketing and operational steps they needed to take to enhance the visitor experience.
- gSight data enabled Virtua to make improvements to online chat response times, appointment scheduling, job information and viewing lab results.

Virtua's Story

Virtua Health experienced many changes over recent years. They acquired Lourdes Health System, which necessitated consolidating many websites into the brand. The marketing teams were restructured and brought under a single umbrella. Throughout all this, the system wanted to continue their focused vision on being the trusted choice for personalized healthcare and wellness in southern New Jersey.

One way to bring this vision to fruition was by actively listening to what website visitors thought of their website. To get the listening help the marketing team needed, they turned to gSight's suite of digital improvement tools.

By forming a designated team to answer online chat questions 24/7, the conversion rate of chats to appointments went from 50% to 89%. "We wanted to make access a way of doing business." -- Drew Diskin, Director Marketing Technology, Virtua Health

One of the tools is an online digital experience survey which pops up on Virtua's website. Once web visitors complete the survey, Virtua marketers can see responses in *real time in a dashboard*.

Here's how the tool works:

- First, a website visitor sees a branded pop-up invitation to take the survey.
- After the website visit, the individual takes the short survey.
- Marketers can view a dashboard that shows their scores, as well as benchmark and leaderboard scores from peers.
- Recommendations from Greystone.Net and Klein & Partners are shared through a report.

They have found that analytics leads to action. But it's not just looking at the data. It's also about reorganizing how their teams are structured, based on what the data is telling them.

gSight Impact

Virtua's team uses the analytics from the survey to direct the team into what marketing steps they need to take to enhance the visitor experience. One pain point the team found from survey data was their virtual chat option. Web visitors complained that their questions weren't getting answered and that the hours the chat was available was not conducive to their work schedule.

To address this pain point, the team met with the system's customer service representatives to learn how the chat function worked. As it turned out, there wasn't a dedicated team of people managing the chat function — it was more of an afterthought or "task" in a workday that often got ignored.

As a solution, a digital team of four people was designated to quickly answer chat questions. The conversion rate of chats to appointments went from 50% to 89%. Also, a small team covers the chat feature 24/7 to answer questions from visitors.

By asking a question as simple as, "Why are you here?" the Virtua team has also been able to make improvements to appointment scheduling, job information and viewing lab results.

The Virtua team has learned that data isn't always transactional. It's about understanding relationships. They use the data they get from gSight to inform the consumer experience.

Want to Know More?

To gain more insight to your website visitor experience and how it impacts your brand, contact Melinda McDonald at mmcdonald@greystone.net.