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NOVA IVI FERTILITY

"No more retrospective problem resolution. **Only proactive service.** Life is different since CloudCherry happened to us!"

Vinesh Gadhia, COO

India's largest chain
of fertility clinics

Nova IVI Fertility (NIF) is among the largest service providers in the fertility Space in India. Nova IVI Fertility was launched with the commitment to offer standardised and ethical infertility treatment, as well as addressing the urgent need for an organized institutional provider for fertility treatment.

In addition to providing core procedures such as IUI, IVF and Andrology services, NIF offers several state-of-the-art technologies such as Vitrification for preserving embryos and eggs, Embryoscope and ERA.

One of their key missions is to **develop innovative protocols to enhance customer experience.**

FACT SHEET

Industry
Healthcare

Headquarters
Bengaluru, India

Branches
19 branches across India

Channels currently used
CloudCherry app on Tablet devices

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Why manual feedback collection **didn't do the job**
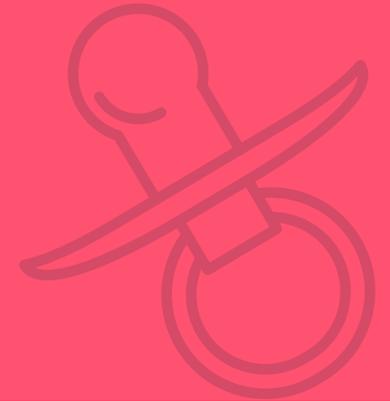
Customer experience and understanding voice of customer were always in the DNA of Nova IVI fertility. In order to capture this data, they were using the traditional method of paper-based feedback. Unfortunately, as they grew, this method was proved to be extremely time consuming and manually cumbersome.

Due to the inherent limitation of paper surveys, Nova was unable to actually derive the desired benefit of collecting feedback - which was instantly addressing patient complaints or queries.

Additionally, it was also posing the challenge of effective information dissemination within the organization and many teams were unaware of the issues raised by customers.

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Going from **CURE TO CARE** with CloudCherry
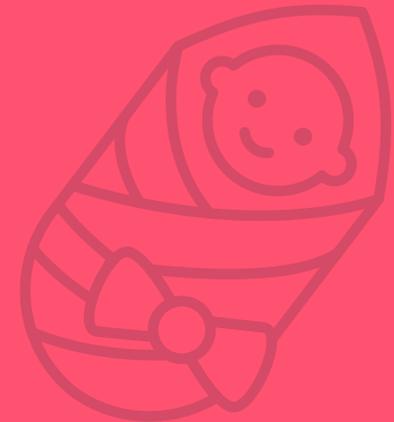
After implementing CloudCherry, the brand reduced manual processes and **improved efficiency by close to 80%**

- With patient feedback coming through in a matter of seconds to the CloudCherry Insight Centre dashboard, they **now address patient issues in real-time** and **the turnaround time has been significantly reduced.**

- With CloudCherry's end-to-end Customer Experience Management platform, they have **successfully eliminated the issue of information dissemination.**

  Now, all data is stored in a single **One View Dashboard, and every key stakeholder has access to it** - resulting in increased accountability, alignment towards their mission of providing great experiences, and motivation for employees to uphold the mission.

- By providing real-time and quality insights about their customers, CloudCherry has enabled Nova IVI Fertility to keep a tab on and **solve existing, as well as potential customer issues, proactively rather than in retrospectively.**

- The healthcare provider is now focused on strengthening its long-term Customer Experience philosophy right from the **top management to the frontline staff** with the assistance from CloudCherry.

"CloudCherry has drastically improved our turnaround time, and has made us realise our philosophy of Customer Satisfaction. We now have access to customer data from all our locations, across the whole country, on a single dashboard. No more retrospective problem resolution. Only proactive service! Life is different since CloudCherry happened to us!"

Vinesh Gadhia
Chief Operating Officer

SOLUTION

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CloudCherry is a leading, real-time omni-channel Customer Experience Management (CEM) and Voice of Customer (VOC) platform that helps customer-facing brands track, measure & improve Customer Delight - thereby increasing profitability and loyalty.

With CloudCherry, brands get to capture experiential data at every customer touchpoint using 17+ channels of interaction (& counting), get real-time alerts and notifications to address issues as they happen, and view all data on a single dashboard - a true CX one view for the entire organisation.

Many of the largest brands in the world don't just satisfy, but delight their customers with CloudCherry CEM platform.