

Call center streamlines hospital booking

New Mexico City initiative reduces wait times and transforms payment efficiency

Case Study

The Challenge

Hospital General de Mexico is an autonomous government organization funded by Mexico City's Secretary of Health. The hospital has been providing high-quality healthcare to the city's population for over 100 years.

Hospital General de Mexico sought the help of Citi-Banamex to streamline its appointment and payment processes. Each day, hundreds of citizens had to wait in line for several hours to book appointments or pay for medical treatments.

In addition, collection of payments was a highly cumbersome and inefficient manual process.

The Solution

Citi-Banamex worked with the hospital to establish a call center that would allow citizens to book appointments and pay medical fees over the phone.

Citizens were also given the option of paying their fees at local Banamex branches.

The Result

The call center now fields approximately 2,300 calls a week, and delivers a far more efficient service to the people of Mexico City.

In addition, payments are deposited in a concentration account to centralize cash flows and allow greater operations transparency.