



# Case Study

## *HealthCare Information Broadcast*

### Client

True Care NGO

### Domain

Health Care

### Location

Mumbai, India

### Switch

NEC SV8100

#### **Introduction**

'True Care' NGO runs Voice call service for pregnancy care.

This service sends twice a week timed and targeted information on preventive care directly to the phones of pregnant women and mothers in Hindi and Marathi in the time slot chosen by them.

#### **The Need**

Voice call service providers were intended to deploy an automated system which will integrate with their database to fetch relevant information.

Based on available information calls should be made to ladies on their preferred time slot.

Depending upon the stage of their pregnancy relevant information will be played over phone.

There should be a facility to record feedback from ladies.

#### **The Solution**

TELESOFT have deployed,

- § Customized Blast Dialer
- § Database integration Module.

This solution integrate with customer database seamlessly and fetch information about Pregnant women's such as Phone Number, Pregnancy stage, preferable time limit & preferred Language.

System will automatically call these ladies on their selected preferred time slots in their preferred language.

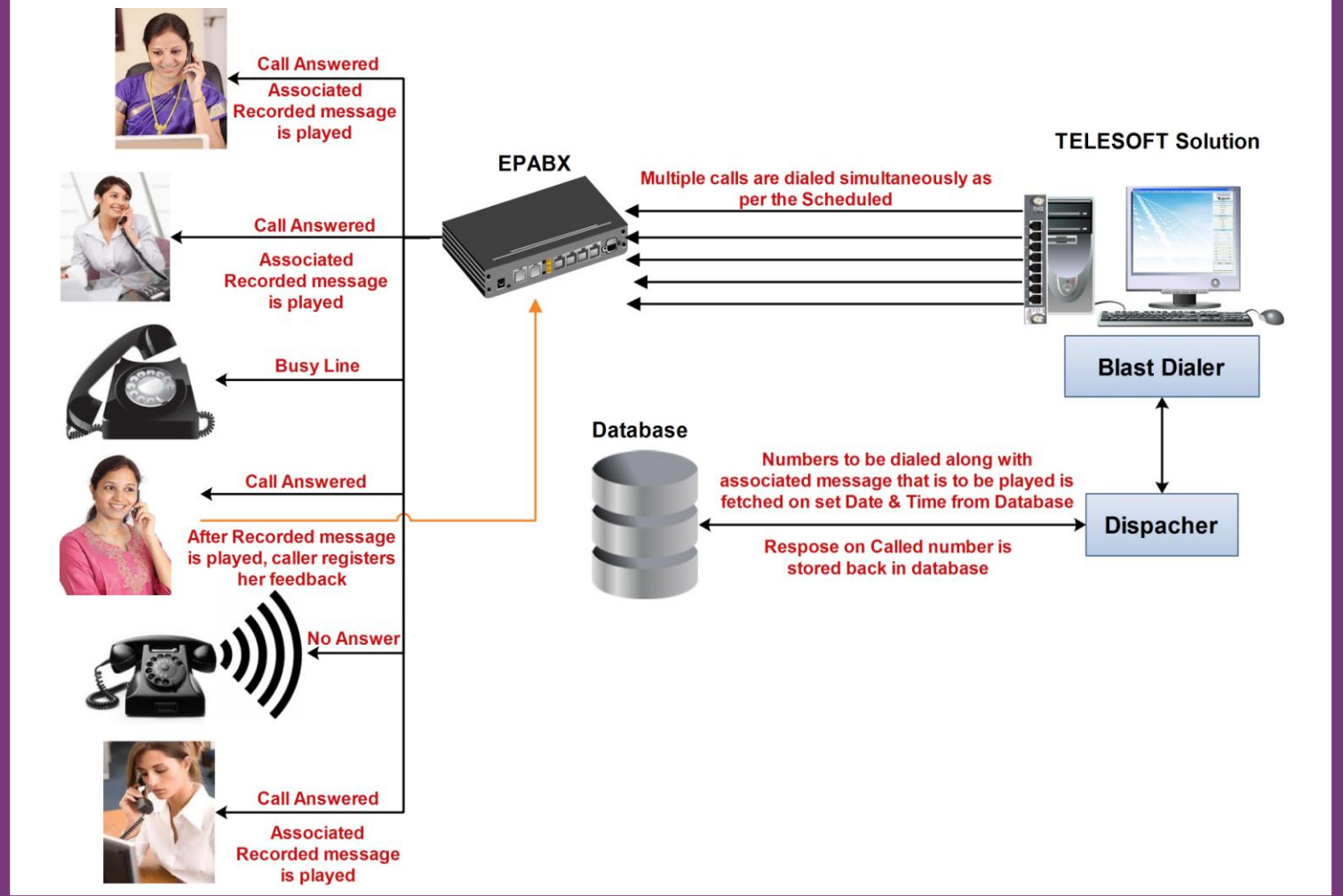
Depending on the pregnancy stage or Child age associated pre-recorded message will be played to the lady over call.

At end of the recorded message, system will offered an option to record feedback from recipient.

In case of recipient's unavailability, multiple attempts will be done to reach them.

Logs will be maintained for calling attempts and its responses.

## Schematic



## Conclusion

This solution enabled 'True Care' to reach to more and more number of pregnant ladies register with government hospitals from urban as well as rural areas.

This made it possible to informed Pregnant women about the ways to take care of their health, proper nutritious food, avoid superstitions and faulty cultural practices regarding post birth care that should be given to the child.

This entire process is running efficiently without any manual intervention and mishaps.