



## From digital support to our blue door: Building a better client journey

### Key learnings

MSI's contact centres offer reliable, judgement-free advice for sexual and reproductive health needs, as well as referrals to safe service delivery sites. However, disjointed digital systems between our contact centres and clinics meant clients often had to repeat sensitive, personal health information when re-registering at busy clinic receptions. The 'integrated client journey' enables a seamless integration of data to flow from our contact centre straight to our clinics, meaning clients do not have to spend time repeating their information and healthcare needs, enabling greater

privacy and reducing wait times. Analysis of the integration showed that almost a month's worth of manual work was eliminated for our receptionists across a four-month period. This means more time can be spent delivering quality services and supporting additional clients. The integration also offers a holistic view of the client journey, with information on where clients hear about the contact centre and how they contacted us, to the service they choose to take up and any follow-up care and support they receive. These rich insights enable us to tailor our services to better suit clients and their needs.

### The challenge

#### Disjointed data systems between the contact centre and MSI centres

MSI's network of 34 contact centres with over 200 staff members, providing free sexual health advice and service referrals over the phone, social media and WhatsApp.

Year over year, we have seen demand for our contact centres grow. In 2024, we handled over 4 million interactions.

Most clients referred by our contact centres visit our network of MSI Centres. Despite having shared their information with contact centre agents, systems were not set up in a way that enabled this information to pass securely to teams in our centres.

This meant clients were having to repeat all their information to the centre's receptionist when registering at clinics, creating a disjointed client experience.

### What we did

#### Improving the client experience by integrating our systems

In early 2023, we integrated our contact centre database with our electronic health records system across all our centres in Ghana. This 'Integrated Client Journey' now enables data to flow seamlessly between our contact centres and our centres.

These enhanced data systems have direct benefits for our clients, such as improved client follow up and automated reminders enabling MSI to understand the different touch points of each client's journey.

This information is invaluable to identify bottle-necks and drop-offs through the client journey and reduce time spent on repetitive tasks. This allows us to adapt our programming and operations to improve the client experience and work towards our goal of ensuring no woman is more than one contact away from a safe service.

“Digital advancement is helping smooth processes and expand access, to make reproductive choice easier for everyone. But we're still real people offering real support. My favourite part of my job is showing people that they're not alone, that they're in safe hands. Telling them: we are here for you.”

**Afua, Ghana Contact Centre agent**

## What we found

### Understanding the integrated client experience

We conducted a case study from April to August 2023 to analyse and draw actionable insights from data generated through the integrated client journey, starting from where clients heard about the MSI contact centre to the service they took up and any follow up they received. During the case study period alone, the integration of data from the contact centre to service delivery teams saved over 27 days of clinic staff time as clients did not have to spend time re-registering at the centre, thereby reducing wait times and strengthening privacy.

We saw that social media and messaging are an essential communication channel for clients who are referred and later take up a service, with over half of clients referred and then attending an in-person appointment. On average, clients attend an in-person appointment four days following their referral. This varies by the reason for referral, with those referred for contraceptive services waiting the longest at six days and those referred for abortion and post-abortion care services waiting just two days.

Many clients feel uncomfortable talking about abortion, with most preferring to message instead of calling for discretion and privacy, especially in unsafe home environments (for instance, when navigating controlling parents or abusive partners). The data indicated that some clients ask for a different service to the one they want. For example, some were referred for a service such as contraception or STI-testing but then went on to disclose to the clinician at their in-person appointment that they needed abortion care. This has implications for the way MSI trains our agents to be able to handle delicate conversations and build trust with clients and shows why offering a range of communication channels, including messaging, is essential.

## More information

For more information on MSI Reproductive Choices and the work that we do, please contact:

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## What this means

### Integrating data systems improves the client journey and supports sustainability

The integrated client journey provides insights into the value of our contact centres and confirms why MSI is investing in digital systems. This helps us to advance operations and processes to improve the client experience and ensure we can provide clients with reproductive healthcare in ways comfortable and convenient for them. This integration has now been rolled out across eight country programmes with plans for further rollout in 2025.

#### Enhanced client experience

Automated and pre-entered client records help to reduce wait times and enhance client privacy. Clients have tailored information about their sexual and reproductive health before, during and after their visit.

#### Maximizing centres resources

Automating manual processes saves costs and means staff time and resources can be better spent serving clients and providing the quality of care and service expected by clients visiting our centres.

#### Improved sustainability

Time saved on administrative tasks means more clients can be served, helping to accelerate our centres efforts to become sustainable and self-sufficient while expanding access to vital sexual and reproductive health services.

## Sara's journey from the contact centre to our blue door\*

### Reaching out for advice

Sara is a 23-year-old living in the Ashanti region of Ghana. She called the contact centre when she decided she wanted an abortion after finding the number online. Our contact centre agent Afua discussed Sara's options with her and referred her for an ultrasound.

### Choosing a service

The next day Sara visited one of our centres. The clinic receptionist was able to quickly sign Sara in and retrieve her electronic file, which contained information she had shared previously with the contact centre. Sara had an ultrasound, discussed her options and decided to have a medical abortion. When Sara shared that she also wanted a contraceptive implant to prevent future pregnancies, the nurse fitted her with one on the same day.

### Accessing follow-on care

A week later, Sara called the contact centre after experiencing some side effects. The agent was able to quickly understand Sara's journey with MSI and the services she had recently received, thanks to her secure digital file, and gave her personalised advice and support.

\*Sara is a pseudonym to protect the privacy.