



BEEBOT AI



## Transforming Healthcare Services with Automation and Conversational AI



**FUSION**  
WORKPLACE WELLBEING



Fusion OH is an occupational health provider who offer a wide range of services, designed to improve the workplace health and wellbeing of an organisation's employees. They work with businesses of all sizes in a variety of different sectors, they give them practical tools and support to create a safe and healthy workforce.

**Bill Bartley**  
**Managing Director**

### 1 What did you know about automation and conversational AI before meeting Beebot, what was the discovery process?

I have had previous experiences using conversational AI and automation, as a consumer of apps and websites. To further my knowledge, I attended a handful of webinars, however, they were all quite broad. I gained a brief overview from them, but it wasn't clear as to what extent they could help improve my business problems... the companies were more focused on selling their pre-made solutions. The discovery process with Beebot was very thorough using a four step process of understanding the problem, the impact on the business, the potential solutions they could provide and identifying the benefits this would have to our business.

### 2 Why did you engage with and decide to invest in Beebot AI?

I started to think about implementing Beebot AI's automation solutions into Fusion because we identified that customer service within our sector wasn't great. Although we work hard to make sure contact levels are maintained acceptable and questions are answered promptly, there is still room for improvement. I also saw an opportunity in automating tasks such as health screening forms and was fascinated in how Beebot's solution could help transform a number of areas of our business.

### 3 How do you see Beebot products changing and improving your business processes?

Through the in-depth discovery with the Beebot team, I could see immediately how the Beebot Platform could significantly improve a number of processes within our business. Firstly, improving the sales support experience and conversions, secondly, our customer support experience through the 24/7 on-demand support their platform offers and thirdly improvements to the technical and administrative work we do. We require a high volume of customers to complete forms over the phone and the exciting opportunity for process improvement and improved experience, is our clients being able to fill out forms via conversational AI. Another area where we are struggling is in staff recruitment, due the increased cost of the labour market and it will be interesting to see where we can apply the Beebot Platform to help mitigate this shortage. We are also always looking for solutions that will help us to introduce market-leading disrupting products / services to improve or add to our product suite to enhance our offering. We are confident that Beebot can help us achieve this.

### 4 How do you see deploying Beebot and automation affecting your bottom line?

We can undoubtedly see that the deployment of Beebot will have a significant impact on our KPI's and bottom-line results. We expect to see an increase in employee productivity and better website engagement leading to increased sales. Improvements in process automation will reduce our costs and the pricing that we offer to our customers, improved customer efficiency, and ultimately advocacy. In addition, our customers will benefit from an improvement to their employees experience, so they can work on strategic higher-value and more rewarding tasks. Beebot does not just stop at conversational AI chatbots, it can be used to alleviate manual processes and admin tasks.

### 5 What it was like to engage with and deal with Beebot as a company?

We found the experience of engaging with the Beebot team excellent, they had great insight, the team were very knowledgeable and they have a fantastic proposition. We had a really interesting and valuable in-depth session. The questions were excellent and aligned to our business requirements. The technical capability of Beebot's team was impressive including the way they explained how the benefits may work, what the challenges may be, and were able to propose several different good initiatives.

**Find out more:**

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