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Implementation case

Medical Park Hospital (MLP) – A Smart CRM and Call Center Transformation with Bitrix24

Partner **Genesis Systems**



United States | Turkey | Saudi Arabia

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Client info

Medical Park Hospital is one of the largest hospital networks in Turkey, serving both local and international patients. With a high volume of daily inquiries and a team of call center agents spread across multiple departments, **they needed a smarter, more efficient way** to manage their operations.

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Challenges

- ⊗ High call drop rates
- ⊗ Slow response times to patient inquiries
- ⊗ Manual and fragmented lead routing
- ⊗ Limited visibility into agent performance

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Solution

Genesis Systems built a **fully customized Bitrix24 platform** that was perfectly aligned with the hospital's workflows and specific needs. It has helped serve patients **faster, better**, and **more efficiently**.

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What was done

- ✓ A custom CRM structure to manage patient inquiries, profiles, and treatment categories;
- ✓ Smart lead routing;
- ✓ An integrated call center;
- ✓ WhatsApp integration using WPPConnect;
- ✓ Automated follow-up task;
- ✓ A patient journey tracker;
- ✓ Multilingual support to serve GCC and international patients with ease.

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The results? Outstanding

42%

reduction in
dropped calls within
just 2 months

65%

faster lead
response



Improved resource
allocation



Enhanced
communication



Daily productivity
reports

This is what happens when **deep business understanding** meets **the right technology**. We're proud to work with partners who think beyond software and deliver real value.

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