



Children's Hospital of Wisconsin

CASE STUDY

Average of

↑40%

Increase in website engagement

Average of

↑79%

Positive response from users

Background

Established on 16 March 1894 as the Milwaukee Children's Hospital, this healthcare facility has deep roots in the Wisconsin community. By June 1894, it was known as the Children's Free Hospital, and 90 years later it was renamed the Children's Hospital of Wisconsin, in 1985. The focus of this facility is child & family counseling, adoption services, foster services, child advocacy, specialty care, emergency care, urgent care and primary care. The hospital have more than 1000 employees and over 500 pediatric-trained doctors. Back in March 2013, the Children's Hospital of Wisconsin was ranked #4 in the US by Parents Magazine.



The Challenge:

The Children's Hospital of Wisconsin deals with a large and growing number of users. The issue of engagement with these users became the #1 concern. End-users needed to be personally guided within specific conversion funnels, like how to find a specific doctor or a location. The goal of course is to guide the user as best as possible to relieve the stresses placed on hospital customer service personnel. This frees up customer support to tackle more important issues at the hospital.

The Solution:

Toonimo implemented the necessary walkthroughs allowing users of the hospital's platform to access all the information they required in a concise manner. Users were engaged by way of the trigger button on specific pages, to guide end-users through the process. On the back end, the Children's Hospital of Milwaukee took the initiative and develop their own walkthroughs with the help of the Toonimo editor. They used this for training and onboarding purposes.

Challenge

- Increase user engagement
- Reduce customer support costs

Solution

- Add a combination of audio and visual interactive walkthroughs
- Add multipage walkthroughs that leads the users across pages in the website

Results

- 40% increase in website engagement
- Reduce in customer support costs
- 80% positive response from employees backend walkthroughs

The Results:

Results generated by Toonimo's powerful platform proved to be positive. Of the 152,000 unique visitors to the platform, Toonimo discovered that 79% of them were partial to the walkthroughs by way of feedback. This increased overall engagement, and Toonimo discovered that the number of users who completed the walkthrough was 40%. The results of this were favourable for the call center, and reduced the customer support cost.

The seamless-backend walkthroughs created by the client simplified the entire process. Backend walkthroughs generated a 60% completion rate as opposed to 50% completion rate. Additionally, a full 80% of Children's Hospital of Wisconsin employees had a positive reaction to the walkthroughs. On another positive note, the KPIs for the backend and the public site were overwhelmingly positive. This encouraged the Children's Hospital of Wisconsin to ink a long-term contract and explore additional options with the tools available through Toonimo.

About Toonimo

Toonimo humanizes the web user experience with engaging digital walkthroughs. The SaaS platform enables organizations to add an overlay of human voice and customized graphical coach marks that engages visitors, showcases key offers and guides users through website funnels.

Toonimo offers a comprehensive analytics dashboard in order to track user engagement and conversions. Driven by an intelligent decision engine, Toonimo personalizes the web user experience, encourages self-service, increases conversion rates and improves user engagement.