

**Reduce cost**

**Marketing**

Operations

Sales

**Increase revenue**

**Marketing**

Operations

**Sales**



Ramsay Health Care was established in 1964 and has grown to become a global hospital group operating from 480 facilities across 11 countries, making it one of the largest and most diverse private healthcare companies in the world.



22%

boost in total  
year-on-year calls

74%

reduction in  
missed phone calls





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## Outcome

Infinity has now been a trusted partner of Ramsay Health Care for years. The insights provided by Infinity encouraged Ramsay to greatly increase their investment in PPC, as well as delivering the following outcomes:

- Expanded Infinity use from two hospitals to over 30
- Complete holistic, segmentable view of entire digital estate
- 14.5% increase in the ratio of visits to calls.
- 22% boost in year-on-year calls
- Visibility on call times led to a 74% reduction in missed calls

Ramsay are currently working with Infinity to better link booking outcomes to marketing activity, using the Intelligent Match feature.

“The insight we received from Infinity is fantastic. It ensures we can monitor and improve digital performance on both a local and a group level. Having seen how useful it was for the first two hospitals we tried it at, it became evident that Infinity was needed for all of our hospitals. Seeing the value of new developments makes us excited for the opportunities ahead.”

### Nathan Lewis

Digital Marketing Manager

Technical Integration:





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## Challenges

Marketing efficiency is vital for Ramsay, they need to know what marketing leads to calls and bookings.

Ramsay provide a mix of treatments in a mix of locations, requiring different, granular strategies.

With many different locations, it's vital for Ramsay to be able to collate marketing data to see wider trends as well as making local improvements.

## Infinity solution

**Call intelligence shows Ramsay the full journey (including keywords) that led to a call, and the outcome.**

**In-depth segmentation enables Ramsay to see results by location, hospital, and specific treatment.**

**Infinity's Hub delivered a centralised view of call data for over 30 hospitals within the group.**

## New abilities

With clarity on customer journeys, Ramsay are able to optimise them to boost the number of high quality calls.

Ramsay can tweak performance on a local level, and identify successful tactics to replicate nationally.

Ramsay could now get a full, customisable view of all their call data, across all UK hospitals, in one place.

