



Simple Intelligence Analyzes 345,000 Calls and Expands QA Visibility 25X Across Veterinary Hospitals

About the Company

A leading veterinary hospital network operates specialty and emergency veterinary hospitals focused on advanced medicine and patient care. For this Simple Intelligence deployment, the organization spans **15 hospitals with approximately 300 employees**, including reception teams that manage a high volume of inbound calls from pet owners seeking care.

Challenge

Before Simple Intelligence, they relied on manual quality assurance reviews, with approximately **two calls per employee reviewed** each day. Managers used those calls to evaluate performance and identify coaching opportunities, but the small sample made it difficult to catch important conversations.

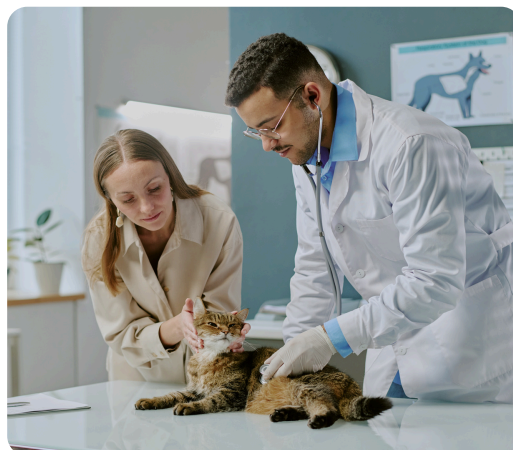
One key concern was employee diversion—instances during busy periods, pet owners were directed by receptionists to seek care elsewhere rather than being guided through the hospital's established intake and triage process.

Solution

This network of veterinary hospitals began piloting Simple Intelligence, SimpleVoIP's AI-powered call analytics platform, in January 2026.

Instead of relying on randomly selected calls, Simple Intelligence analyzes conversations at scale and surfaces specific interactions that need management attention.

From January through early August, the platform analyzed more than **345,000 calls** and generated approximately **18,000 alerts**, giving managers greater visibility into potential diversions and other coaching opportunities.

**345,000**

Customer calls analyzed

**18,000**

Alerts surfaced for management review

**25x**

More calls available for QA insight per employee



Turning Call Data Into Excellent Coaching

With Simple Intelligence, the hospital network can gain insight from approximately **50 calls per employee per day** compared with two calls under its previous manual QA process, delivering roughly **25X greater call coverage**.

Managers can quickly identify conversations that require attention rather than spending time searching through random calls. Those conversations can then be used for targeted coaching around call handling, patient intake, and diversion behaviors.

After coaching, the team has observed that employees are significantly less likely to repeat the same diversion behavior, helping create greater consistency across hospital teams.

What's Next

This company and SimpleVoIP are exploring a beta follow-up workflow that will help hospitals reconnect with pet owners after certain calls.

For example, if an owner is advised to monitor their pet for several hours, a customized text message will later check in on the animal's condition if the customer has not called back or visited the hospital. The goal is to create an additional, thoughtful customer touchpoint while strengthening the overall care experience.

50

Calls per employee available for daily AI-powered QA insight

2

Calls per employee previously reviewed manually

15

Veterinary hospitals included in the deployment



345,000

Customer calls analyzed



18,000

Alerts surfaced for management review



25x

More calls available for QA insight per employee

Connected Communications

Turn conversations
across every location
into one connected
intelligence layer.

Simple Intelligence helps multi-location teams understand what is happening across calls, sites, and customer touchpoints without manually digging through recordings.



Intelligence Behind Every Conversation

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