

Business intelligence facilitates healthcare reform

Through the use of Tableau software, UMH group has lifted its operational efficiency

A majority of local healthcare organizations are in need of technological advances, according to Daniel Chow, e-commerce & Data Analytic Manager of UMH Group. “Areas such as digitization and analysis of patient data show a big gap for improvement in the industry,” he says.

Based on its corporate culture, UMH Group believes that technology, services and branding are intertwined, and encourages its staff to make decisions based on data.

The Group management recognized about a year ago that its databank and analytical tools were inadequate to sustain their long-term development. Therefore, it made a strategic decision in adopting the Tableau software to lift its operational efficiency, with 24-hour technical support from KEPRO Solutions.

“We have continued to maintain a very close and productive working relationship with data as foundation,” notes Sheldon Cheung, Product Manager of Kepro, a member of Karin Group.

In collecting and integrating various data for analysis, UMH Group has already seen positive results in various brands under its wings.

For example, the use of Tableau facilitated the analysis of customer behavior modeling, which aids in identifying customer trend and consumption pattern. Also, the analysis of customers’ demographics expedites the sales process and improves the accuracy of service suggestion to targeted customer groups.

As the data analysis software provided by Tableau can be operated individually by management and administrative staff, dashboards created through Tableau boost efficiency and help



(From right) Daniel Chow, e-commerce & Data Analytic Manager of UMH Group; Sheldon Cheung, Product Manager of Kepro

decision-making during company meetings.

Chow admits there were challenges when they first started using the software, but once the data infrastructure was in place, the software greatly facilitated the Group’s decision-making process.

“In face of the current epidemic, we can take advantage of the software and create a dashboard based on data, analyze the trend of the outbreak, and devise our plans accordingly,” Chow explains.

“The software also facilitates dialogues between management and frontline staff. With the data examined by management level, our frontline staffs are able to act upon it and provide a more personalized service,” adds Chow. “In return, customers’ in-store experience and level of satisfaction has improved, and in general, leveling up the industry’s overall service quality.”

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