



INTERNATIONAL SPECIALIST EYE CENTRE

Delivering Faster, Smoother and More Patient-Friendly Healthcare Experience.

ABOUT ISEC MALAYSIA

International Specialist Eye Centre (ISEC) Malaysia is recognised for its experienced ophthalmologists, advanced medical facilities, and commitment to delivering world-class eye care to both local and regional communities. Beyond clinical excellence, ISEC continues to refine its patient journey by improving touchpoints, communication and operational processes. Learn more at www.isec.my.

THE CHALLENGE

Shifting Patient Preferences and the Need for Faster, Unified Communication and Registration

ISEC began to see a clear change in patient behaviour. More patients preferred reaching out through WhatsApp rather than phone calls, expecting quick replies and an easier way to manage appointments or ask questions. Handling these messages through individual staff mobile phones created challenges for example conversations were scattered,

difficult to track, and hard for multiple team members to support efficiently. As enquiry volumes increased, especially during peak periods, the clinic struggled to provide the speed and consistency patients were looking for.

At the same time, ISEC wanted to improve the walk-in process. Traditional counter registration often created queues, and patients increasingly preferred a quicker, self-directed way to check in upon arrival. To support this, ISEC wanted to deploy automated self-service kiosks. However for these kiosks to be efficient, patient data needed to move securely and instantly between the kiosks and the Hospital Information System (HIS). Without a reliable integration layer, staff would continue facing delays and manual verification work.

ISEC needed a centralised communication platform for WhatsApp, the ability for multiple agents to respond in a coordinated manner, automated chatbot support for after-hours enquiries, and a secure way to connect its new kiosk system to the HIS. The goal was to streamline patient communication and registration without compromising data privacy or overloading the team.

THE SOLUTION

A Centralised Messaging Platform with Chatbot Support and Secure Kiosk-HIS Integration

To meet its growing communication and operational needs, ISEC implemented a centralised messaging platform that integrates directly with its Patient Information System while keeping all data securely within the clinic's environment. The platform first automated SMS appointment reminders, reducing manual work for staff and improving patient attendance rates.

As WhatsApp became the preferred channel for patient communication, the centralised platform enabled ISEC's Customer Care team to manage all WhatsApp enquiries from a single unified interface. This eliminated the inefficiencies of using individual staff mobile phones and allowed multiple agents to respond collaboratively, ensuring faster, consistent and trackable communication.

To provide support beyond office hours, ISEC added an integrated WhatsApp chatbot capable of answering common questions, assisting with appointment requests and delivering automated replies when staff were offline. This extension of coverage helped ease the workload on the care team while giving patients convenient access to information at any time.

In parallel, ISEC enhanced its walk-in experience by introducing automated self-check-in kiosks. The messaging platform also served as the secure interface between the kiosks and the Hospital Information System (HIS), enabling real-time validation of patient details, appointment checks and registration updates without any manual re-entry.

These enhancements have since been extended to the Klang branch, with plans to support additional centres.

THE RESULT

Shorter Queues, Faster Responses and a More Confident Patient Experience

ISEC now enjoys faster, more organised patient communication. A centralised WhatsApp platform allows the team to respond more quickly and maintain consistent service quality. The chatbot handles routine enquiries and after-hours questions, reducing manual workload and making it easier for patients to get the information they need on their own time.

The introduction of automated kiosks has significantly improved the clinic's walk-in flow. Patients can register independently without waiting at the counter, reducing queues during peak hours. SendQuick's secure interface between the kiosks and the HIS ensures information is transferred in real time, eliminating manual data entry and speeding up verification.

With fewer no-shows, reduced administrative burden and smoother clinic operations, ISEC has seen a clear return on investment. Most importantly, patients benefit from quicker replies, shorter waiting times and a more seamless journey from the moment they book an appointment to the moment they arrive at the clinic.

“ Managing patient appointments and reminders is so much easier with SendQuick Entera. The fully automated system frees up our resources for other areas which translates to lower total costs. Patient satisfaction has also improved as patients like such sms-reminder service.”

Dr. Wong Jun Shyon
CEO, ISEC

BUSINESS NEEDS

- Manage appointments, reminders and growing patient enquiries efficiently.
- A unified WhatsApp platform for faster, consistent and trackable responses.
- Preserve confidentiality and secure handling of patient information.
- Reduce queues and speed up walk-in registration.
- Enable secure, real-time data flow between kiosks and the HIS.
- Provide after-hours support without increasing staff workload.

SENDQUICK SOLUTION

- SendQuick Entera deployed on-premise for secure, end-to-end patient communication.
- Centralised WhatsApp portal for multi-agent responses and consistent messaging.
- WhatsApp chatbot for FAQs, appointment assistance and after-hours support.
- Automated SMS reminders to reduce no-shows and manual work.
- Secure real-time interface between self-check-in kiosks and HIS.



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