

CASE STUDY



OVERVIEW

Rx Outreach is a fully-licensed and accredited mail order patient assistance program and pharmacy that is committed to making the use of prescription drugs more affordable. They were founded in 2010 as a non-profit organization with the mission to create healthier communities by providing affordable medications for people in need. Their underlying principle is that no one should ever have to choose between their health and life's other necessities.

CHALLENGES

Rx Outreach refused to accept the notion that patients in need can't have premium support at an affordable price. They wanted to implement service metrics emphasizing customer satisfaction first with cost savings as an important, but not primary driver. Frequent phone outages were frustrating their customers as well as their agents. This prompted Rx Outreach to look for an alternative customer care solution.

REQUIREMENTS

Rx Outreach evaluated their current service and determined they needed to do the following to meet their goals:

- Reliably answer every call. The new platform had to support a large call volume during peak hours.
- Improve the efficiency of their voice self-service menu options and integration to other communication channels, such as the web or live agent support, to provide a more satisfying customer experience.
- Enhance the customer experience with an easy combination of speech recognition and keypad entry.
- Create a feedback loop to continually improve quality of service.
- Expand existing cost effective channels of communication in an effort to increase patient care.
- Add channels of communication such as SMS as the company grows.

SOLUTION

VoltDelta delivered the following:

Reliable Cloud Contact Center Platform — A “pay per use” hosted contact center with no capital investment provided a cost-effective solution. Deploying a platform with a history of proven reliability and security was essential to RX Outreach’s mission. VoltDelta’s on demand platform answering over two billion calls per year with exceptional reliability offered the uptime confidence that Rx Outreach was seeking.

Voice Self Service Expertise — The new voice self service intelligently anticipates why customers are reaching out to Rx Outreach by checking whether they recently placed an order, are up for re-enrollment, or other activity. IVR prompts and dialogs dynamically shift based on the resulting contextual knowledge to more quickly resolve the issue. IVR dialogs also incorporate built-in “patience” for explanations and caller input, which VoltDelta’s voice user interface designers determined was needed for an older demographic.

Integrated Multi-channel Solution — Agent insight from previous interactions regardless of channel enables immediate problem anticipation. It allows customer care to be more effective at converting frustration to success. VoltDelta’s automated outbound calling features allowed for expanded patient reach and resolution for potential delays in the prescription ordering process.

Surveys — Automated voice surveys have been implemented post-call or as part of an outbound campaign for process improvements. The ability to capture specific answers from a menu and free-form recorded feedback combines metrics and subjective comments for evaluating customer care success.

SOLUTION

Voice of the Customer Call and Screen Recording – VoltDelta’s technology records every call at no extra cost to the customer. It provides agents and managers with evidence to identify a problem and improve quality. Recorded calls are reviewed with agents for training and to ensure quality. The ability to track a call as a single entity from voice self service to an agent also makes it easy to pinpoint any issues at transfer.

Real-Time Reporting – Instant access to voice recordings, survey data, and other metrics provides an important mechanism for timely process improvements. Real-time centralized management allows supervisors to quickly assess agent performance.

RESULTS

Rx Outreach creatively uses VoltDelta’s cloud technology to reach a larger population of prescription medication users with more frequency. In the first few months of implementation, the results were:

- Calls completed without agent assistance have risen between 5%-10%.
- Overall self-service prescription refill and re-enrollment rates have increased.
- More frequent customer contacts have helped decrease shipping delays when more information is required from the customer.
- The survey results show positive feedback from customers and a 4%-6% increase in satisfaction. In fact, happy customers occasionally provide unsolicited donations to assist this organization with future endeavors.

WHY VOLTDelta

Proven Partnership – VoltDelta’s Entourage Service is a dedicated team of technical support, account managers and engineers who worked to ensure Rx Outreach’s transition was smooth. They provided Rx Outreach with proactive analysis to ensure exceptional customer care at any call volume for deployment and beyond.

Proven Performance – VoltDelta’s proven cloud solution answering over 2 billion calls per year at guaranteed uptime offers additional confidence for service reliability. A “Layers of Defense” approach coupled with PCI certification and a large team of security professionals met the strictest security requirements.

Multi-Channel Integration – VoltDelta’s IVR, ACD and call recording are tightly integrated which helps to maintain the context of an interaction even when customers switch channels. Additional channels of communication can be added as needed.

About VoltDelta

VoltDelta is a global cloud-based contact center provider with 35 years of experience. We perform intelligent, data driven contact management to optimize your customer’s journey. VoltDelta rapidly tailors and integrates our multi-channel contact center solutions to enable you to increase revenue, boost retention and reduce operating costs with proven scalability and reliability.

Our inbound and outbound offerings support virtual and geographically distributed contact centers and remote agents within a highly secure and compliant environment. VoltDelta’s service guarantee is backed by contact center and carrier experts who are dedicated to your success.



3750 Monroe Ave. Suite 4B, Pittsford, NY 14534 | Phone: 866-436-1169

Web: www.voltdelta.com | Email: info@voltdelta.com

[LinkedIn.com/Company/VoltDelta](https://www.linkedin.com/company/voltdelta) | [Twitter.com/VoltDeltaNews](https://twitter.com/VoltDeltaNews)