

# Case Study

## Global Health Organisation

### The Business Need

The desire was to improve sales, reduce training and modernise the customer experience to make it pleasurable and hassle free.

Being in the Healthcare industry, there is also the requirement for constant change to meet regulatory reforms. The key was to find a way to break the constraints based on old technology that could not be removed from the business. Challenges presented by the old solution were the multiple desktop applications being used which resulted in complex and expensive training, repetitive data input, data consistency issues, long call durations and lengthy and inflexible process limited by old technology.

### Solutions

The new desktop application, built with CallScripter coupled with eLoyalty's *icDesktop* and Cisco dialer technology.

CallScripter acts as a bridge, overlaying a simple and attractive business-led process over the existing incumbent applications, consolidating different technologies into one solution. It validates and coordinates the passing of data between those applications behind the scenes, freeing the agent so they can focus their attention on the customer. eLoyalty's *icDesktop* linked to Cisco Dialer provides fast, efficient and compliant dialing to enable the agents to maintain high standards at the right pace and optimum efficiency. Business benefits from the new solution were that technical blockages were eliminated allowing multiple sales per call. Compliancy and data consistency issues were fulfilled, training was quicker, simpler and cheaper and calls were far quicker, meaning happy customers!

### Results

The effect has been astonishing. From the business perspective, costs are down and sales are up. Taking a closer look at the long term benefits, we can see that the agents are happier, meaning agent retention is increased. Data accuracy and consistency has improved at source, eliminating the clean up process.

Implementing CallScripter also gives the business the power of flexibility allowing them to stay compliant as healthcare reforms change.

There was a measured 520% improvement in efficiencies by implementing CallScripter and *icDesktop*. Shorter calls are an obvious cost saving, but more importantly the customer service has been improved. What value would you place on happy, loyal, repeat customers?

### Key Highlights

- Agent retention increased
- Process becomes business led
- Customer now able to place multiple orders in minutes
- Agents are empowered
- Regulatory compliance
- Multiple systems and databases integrated

The client was a A global health services company with a mission to help its customers improve their health, well-being and sense of security. Its insurance subsidiaries are major providers of medical, dental, disability, life and accident insurance and related products and services. The process was inefficient and the ability to change constrained by incumbent technology. Our client recognised they had problems, but even they were surprised when the figures were analysed and we reported that calls were taking 25% longer than they thought!

"CallScripter took our existing process of quoting prices from a 16 step process down to a 3 step process by automating the process which improved efficiencies by 520%! This has also made the process easier for our agents so now we can train new hires and get them up the learning curve faster."



eLoyalty, LLC, is a wholly-owned subsidiary of TeleTech Holdings, Inc. Since 1990, eLoyalty has been designing and implementing customer experience technology solutions that bring together contact centers, websites, and speech self-service. For more information, visit [www.teletech.com](http://www.teletech.com)

CallScripter is a market leading provider of unified agent desktop, scripting and process optimisation software for the contact and customer service industry.

visit [www.callscripiter.com](http://www.callscripiter.com) for more information.