

THE PRESSURE WAS ON. SO WE WENT OFFSHORE.



When COVID-19 ramped up, Alorica helped a major pharmacy chain do the same.

WHAT WE FACED

Our client, a leading retail pharmacy, was supporting nearly 180% of anticipated volume during the height of the COVID-19 pandemic. As their trusted partner, the company looked to Alorica for a solution that could ramp swiftly, ensure no disruption in service and maintain the *insanely great* experience their customers expected.

We knew an offshore solution was the way to go, but in such a highly-regulated industry like healthcare, ramps can be daunting to spin up quickly—fortunately, we’re not one to shy away from a challenge.

WHAT WE DID

The healthcare giant prioritized cost-effective, operationally-efficient, highly-regulated work—making the Philippines a natural fit. We immediately launched a tech-driven recruiting campaign to support an accelerated ramp and bring experienced agents in the door. Using recruiting chatbots, we interviewed at scale—getting qualified candidates onboard and up-to-speed faster than ever—and cross-trained them on programs to help support the accelerated volume across a variety of channels. Additionally, we deployed speech analytics and other tools to ensure client KPIs like CSAT and QA were on-target—while maintaining an *awesome* customer experience.

WHAT WE ACHIEVED

After knocking the ramp out of the park, we were awarded four new lines of business—and we’re in the process of adding more! And, given our expertise in onboarding the right types of candidates for this industry—**not to mention achieving a 20% increase in CSAT scores in just two months!**—we created a best-practices playbook in preparation for continued volume and scaling opportunities.

Finally, we were hailed as “the savior of the business” by our client. Now, we’re not in it for the flattery...but we’ll take it!

REAL-WORLD RESULTS

#1 

IN CSAT ACROSS ALL
CLIENT VENDORS

 20%

jump in CSAT scores
in just two months

 4%

offshore attrition

 97%

average QA score