

PUT YOUR HEART IN IT

A Healthcare Case Study



THE CLIENT

This client, a leading provider of pharmacy benefit management (PBM) services, sought to continue providing their customers with exceptional support during seasonal times of high customer enrollment. Alorica was called upon to create a flexible, burstable staffing model to ensure that they were always meeting their customer's needs, as well as providing information on new customer opportunities.

THE PROGRAM

The client was receiving a high amount of calls during their annual enrollment cycles. Unlike traditional mail services, the client's customers required agents to be able to answer inquiries regarding high-end medications, while also providing those customers new services for consideration. Consequently, the program needed agents trained in both inbound customer care and sales.

As they say in Gotham, when the Commissioner calls, you pick up. And we do.

THE SOLUTION

Alorica designed a customer care and sales solution with the ability to meet the client's significant annual staffing fluctuations by doubling our workforce and adding several contact centers.

That's right. We doubled our workforce. That's just the kind of thing we do for our clients. But we digress.

We deployed lead scoring and list segmentation to target higher propensity-to-contact members, ultimately reducing the client's overall cost per prescription. Furthermore, we implemented a proactive outreach for members impacted by plan design limitations, and created welcome calls as part of a member's engagement strategy. To do so, we analyzed landline leads, conducted profiling analytics and incorporated analytic customer heat maps in order to determine the best time of day and day of week in which to contact them. Finally, we identified members least likely to contact the client and proactively used alternative, low-cost channels to contact those members case-by-case.

THE RESULTS

- Top performer for increasing prescription conversions, per contact, by 10-15%
- Consistently a top performer among all of the client's internal contact centers
- Since implementing Alorica's custom program, the client has experienced a 6% increase on member scores and a 19% increase on provider scores

THE BASICS

Start date

2006

Solutions

Revenue generation

Customer care

Back office support

Locations

Domestic