

CASE STUDY

Seasonal Flexibility Provides Call Center Support Only When Needed

A shared staffing model, scalable call center support, and high quality services have kept this client relationship for more than 10 years

Challenges

Client required a call center that could handle fluctuating call volumes with seasonal products on an annual basis.

Solution

Shared model provides flexibility to save money without sacrificing service levels.

Impact

The client reports better performance in quality audits, higher customer satisfaction scores, and reduced overall costs compared to their previous outsourcing partner.

Background

Client: Top 10 pharmaceutical manufacturer

Med Communications signed the first contract with this client for call center services for medical information in 2005 and have continued to provide their call center needs for more than 10 years.

The call center provides medical information request responses and intake and processing of adverse events and product complaints from health care providers and consumers. Fulfillment includes verbal, email, fax, and mail. After-hours support provides callers with answers to their questions 24 hours a day / 7 days a week / 365 days a year.

Challenge

In the beginning, Med Communications supported a small portfolio of the company's products. Over the years, this client steadily increased product coverage to their entire range of products marketed in the US.

Because some of the major products are seasonal in nature, staffing is scaled up during the "on" seasons and scaled down during the "off" months.

Solution

Staffing with Medical Inquiry Specialist health care professionals in a shared model allows the scalability and flexibility to ramp up support



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for the client's products when they are in season and not devote resources to the client when there are no calls about their products.

In another cost-saving measure, non-healthcare professional Medical Information Assistants identify the nature of the caller's request, collect caller demographic information, and then transfer the call to Medical Inquiry Specialists who answer calls for this client as well as other clients.

In 2016, Med Communications handled 6,930 calls for medical information calls for this client with a service level of 99%.

Business Impact

Med Communications offers a high level of quality, cost-effectiveness, and flexibility that in turn allows our clients to consistently exceed their goals.

This client reported that in comparison to its previous outsourcing partner, Med Communications:

- Performed better in quality audits
- Earned higher customer satisfaction scores
- Reduced overall costs.

- **Flexible staffing ensures high-quality, affordable coverage during both “on” and “off” seasons.**
- **Highly trained team members help client achieve greater customer satisfaction and better audit scores.**