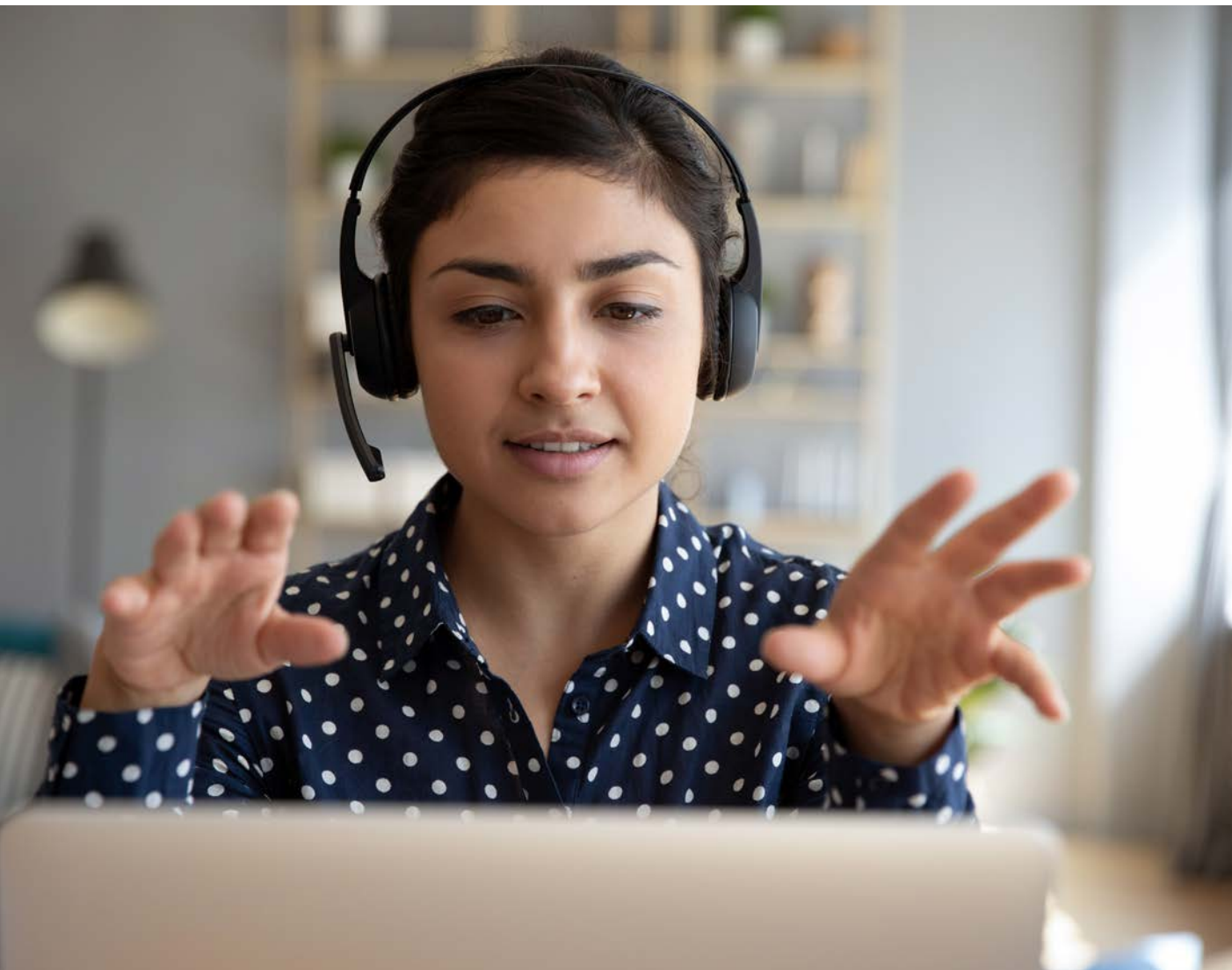# liveops

Delivering empathetic agents to fuel company growth and patient health

HEALTHCARE CASE STUDY

The Challenge

A leading medical testing company was bursting at the seams. The company was experiencing record growth but had exhausted the agent pool in their geographic vicinity. They were searching for a partner who could provide exceptional patient experiences with a highly qualified, empathetic workforce.

Business continuity

This healthcare company needed to ensure that agents were available 24 hours a day, seven days a week, creating a challenging issue when snowstorms prevented agents from traveling to the brick-and-mortar call center. Unexpected weather events couldn't stand in the way of connecting with patients.
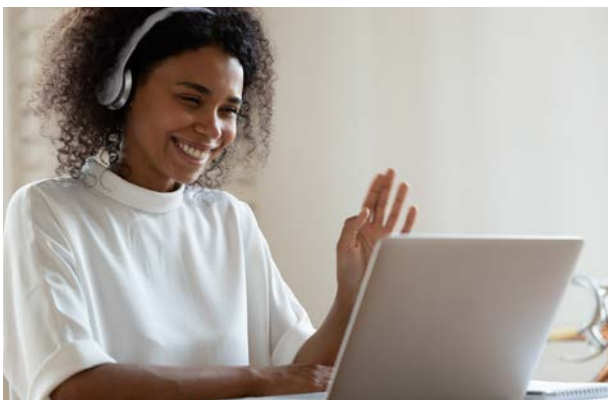
Empathetic, understanding, and compliant

In a highly regulated environment, healthcare agents have many compliance and security requirements. Agents that service patient care for this client need a deep understanding of the brand and the complexities of the product. Sourcing agents that are empathetic and understanding to patients and align with the company culture and mission are vital.

The Solution

Liveops' Virtual Flex model was selected as the best option to meet the needs of the client.

Top-Notch Talent

Many Liveops agents have a background in healthcare, making them a quick study. They have the innate ability to understand and assist patients, are HIPAA-compliant, and can work through complex call types across a variety of systems.

The Liveops agent pool allowed this client to branch out beyond their geographical limitations, tapping into qualified talent across the United States. With coverage across all time zones, agents are able to help meet the call volume any day and any time, especially when an unexpected event may hinder brick-and-mortar operations.

Flex at Scale

Virtual Flex offers unmatched flexibility and scalability to maintain business continuity. Liveops matches call volume spikes and valleys to accommodate the client's needs. Even when an unexpected event occurs, Liveops agents are always available on the other end of the phone.

Liveops is an essential and efficient complement to an existing brick-and-mortar center, allowing captive agents to take time off or move to other business areas as needed. As this healthcare client grew and evolved, Liveops was with them in stride, staying in constant communication with the client management team.

"Liveops quickly ramped up to meet the growing need"

Distance Learning From Scratch

Healthcare is very nuanced and efficiently and effectively onboarding agents for this client took a skilled and experienced learning team. The Liveops learning and development team engrained themselves in the onboarding process with the client. They took their existing training and turned it into a "flipped classroom," a blended learning program that includes instructor-led sessions and self-paced materials. The two-week certification class is more efficient than traditional brick-and-mortar classroom sessions, and the client leveraged these materials for their other programs.

The Liveops team was put to the test as the client switched platforms within weeks of onboarding. The team quickly adapted and facilitated materials to align with the new systems so the patient experience was seamless.

Culture and Community

Infusing culture and community into a work-at-home network can be a challenge, especially when agents are handling patient calls that can be personally distressing. However, Liveops has honed this craft. Liveops Nation is a robust social network that allows agents to communicate and collaborate with other Liveops agents. This community ensures that agents have the support needed when working in a remote environment.

Liveops agents created "mini-communities" within Liveops Nation to evangelize the client's brand, and infused their mission statement to the agent population. They are an extension of the client, living and breathing the client's culture when interacting with patients.
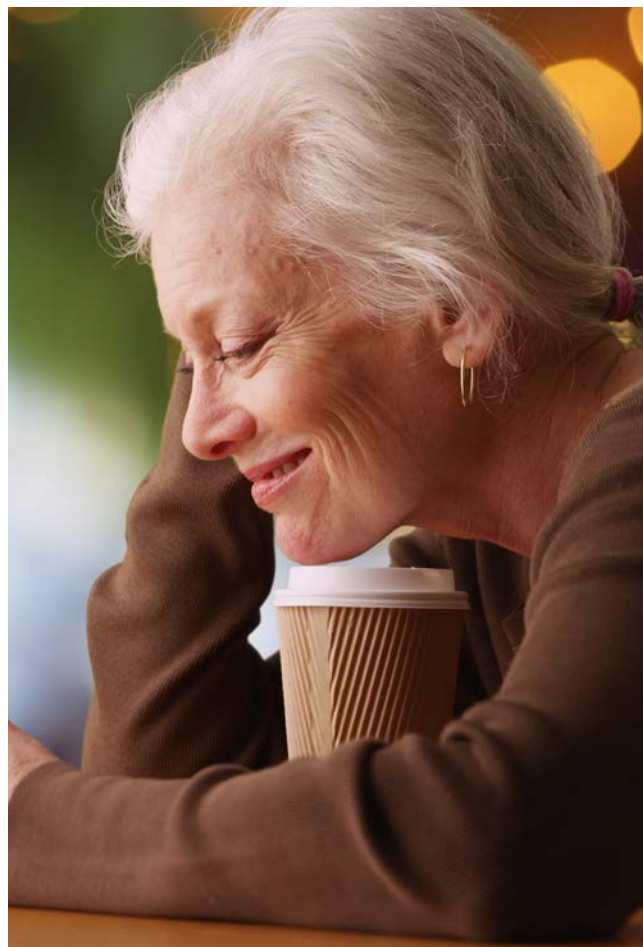
The Results

> *"Liveops brought a new level of professionalism to our needs. Without a doubt, they are the most organized company we have ever worked with. Liveops has been a great partner in helping us pass tough times with an outstanding level of flexibility, especially during the pandemic period. I trust them and look forward to more cooperation and partnership in the future." - Director, Healthcare Client*

Liveops quickly ramped up to meet the growing need of the client, including developing and facilitating distance learning certification. Qualified agents were readily available to meet call volume spikes, meeting or exceeding expectations.

#1 Within weeks of launch, the client brought in a new healthcare records management system, which meant all agents needed to be re-certified on the new platform. The client and Liveops partnered together to ensure a seamless transition for agents and patients.

#2 In 2020, the COVID-19 pandemic impacted businesses on a global level. For this healthcare client, the pandemic and lockdown procedures meant patients were cutting back on their wellness visits and the client was seeing a decrease in volume. For about six weeks, the Liveops partnership was put on pause. As the client saw volume begin to return, Liveops was able to quickly ramp up to meet demand.

#3 Over the course of the partnership, Liveops has met the evolving needs of the client. Liveops agent provided inbound and outbound support for patients, as well as inbound and outbound engagement with healthcare providers.

This healthcare client case study is a true example of the relationship and partnership that Liveops brings to healthcare clients. Through the client's rapid growth, Liveops remained in lockstep meeting KPI expectations, exceeding staffing goals, and updating agents when company changes occurred.

liveops

About Liveops

Liveops offers an on-demand skilled workforce of onshore virtual agents for customer service and sales. With no call center overhead or wasted idle time, our pay-per-use model scales to meet seasonal or time of day spikes in demand. Hundreds of organizations across service industries including retail, healthcare, insurance, government, and consumer services trust Liveops to deliver an enterprise-grade workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.

Liveops.com | sales@liveops.com

liveops