

CASE STUDY

# MAJOR PHARMA

## RESULTS

**20%**INCREASE IN CUSTOMER  
SATISFACTION SCORES**85%**OF CALLS ARE ANSWERED  
WITHIN 30 SECONDS**<10%**

AGENT ATTRITION

**30%**REDUCTION IN AGENT  
RAMP-UP TIME

## Delivering highly qualified agents for a Fortune 100 pharmaceutical company

*Liveops agents' health care backgrounds help patients with chronic diseases.*

Patients with serious conditions such as Crohn's disease and cystic fibrosis count on advanced drug therapies from this leading firm.

Since these are often lifelong conditions, each patient represents thousands of dollars of recurring revenue. That's why delivering the highest quality customer experience is critical to the brand's reputation.


Service can include informing the patient of drug interactions and side effects, dosage requirements, and dietary considerations.

The challenge is in how best to ensure ongoing delivery of outstanding service despite agent attrition and changing drug regulations that agents must track closely.

### THE SOLUTION

Liveops was the best choice for augmenting the company's customer care because of the depth of experience in the health and human services industry.

More than 65 dedicated, HIPAA-certified independent agents perform rigorous certification tests and regular audits against quality metrics. Nearly all the agents have medical or health care experience and a college degree.



*“With agent attrition well under 10%—in contrast to some call centers, where attrition exceeds 100% annually—the major pharmaceutical company sees greater consistency of service delivery than ever before.”*

Agents count on Liveops elearning courses, certification modules, and role-playing sessions to be ready—all more efficient than traditional classroom learning typical of brick-and-mortar contact centers.

The Liveops real-time dashboard then gives management unprecedented visibility into key performance indicators that ensure the customer experience lives up to the brand’s promise.

## **THE RESULTS**

Liveops exceeded client expectations on all performance and quality metrics on an ongoing basis.

With agent attrition well under 10%—in contrast to some call centers, where attrition exceeds 100% annually—the major pharmaceutical company sees greater consistency of service delivery than ever before.

Management uses the real-time dashboard daily to ensure quality levels maximize the lifetime revenue potential for each patient under their care.

The Liveops dashboard shows consistent delivery against key metrics: 85% of calls are answered within 30 seconds, post-call customer satisfaction survey scores are 95% or higher, and independent agents pass quality audits with a score of 90% or higher. These results have made the Liveops model a vital part of their brand.

## **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.*

*More than 400 organizations across service industries including retail, health care, insurance and telecom trust Liveops to deliver an enterprise-grade workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.*