



# Transparent BPO

## Challenge

A durable medical equipment provider required an outsourced contact center partner who could handle an increasing volume of inbound calls. Not only was the client overwhelmed with the growing call volume but also lacked the proper reporting infrastructure, had no way to measure service levels efficiently, and needed a technology platform that could facilitate call routing and redundancy.

## Solution

The client launched a program with Transparent BPO in August 2017 for the express purpose of taking inbound product reorder calls from existing customers.

Due to that program's success, the company quickly entrusted us with an outbound new customer acquisition campaign and, later, an outbound reorder program to follow up with customers the company gained through our sales efforts.

Thanks to our team's success, the client then asked us to pilot another program for a sister company that provides software to manage patient product orders.

TBPO placed a focus on four key success drivers:

- Lowering the transfer percentage of tier 1 to tier 2 calls
- Increasing order conversion rates and SPH
- Improving processes to achieve greater efficiency and lower costs

### Transfer Rate

Initially, the transfer rate from our call center to the client's internal call center was around 40%. Thanks to the additional agent training, the transfer rate has been reduced by 70%.

### Conversion Rate

We increased the efficiency of the customer account data input process into the CRM resulting in a conversion rate increase of 17.5% in under a month. We also rewrote the call guide to route the agent down the new acquisition path or reorder path, depending on the patient's need, which caused the reorder conversion rate increase 150% of outbound reorders.

### Process Improvements

Due to the client's lack of technical infrastructure, our IT team created a custom website to transfer scorecard information to the internal call center for customers who required additional support beyond what our agents were trained to handle. We also recommended improvements to help streamline and automate processes to reduce internal staff resource requirements and allow the client to utilize those in other areas.

## SUCCESS STORY

### Pain Points

- Client overwhelmed by growing call volume
- Unable to handle all the calls received
- Had no reporting and measurement infrastructure in place
- Lacked the technology needed to facilitate call routing and redundancy

### Results

- Call volume increased of over 500%
- Reduced tier 1-tier 2 transfers by 70%
- Reduced AHT by nearly 40%
- Increased sales conversion rate by 17.5%
- Increased product reorder conversion rate 150%
- Developed and recommended systematic improvements to streamline and automate processes to replace manual procedures, further reducing costs.