



Transparent BPO

Challenge

An innovative e-pharmacy was challenged with finding an equally-innovative partner that could provide a seamless outbound sales channel. The organization was specifically looking for a partner that was both willing and able to be flexible enough to meet its growth. This partner needed to deliver the highest-quality customer service while consulting with consumers regarding their medications, insurance coverage and copays. A previous partnership with an off-shore company proved to be dissatisfactory, and the organization was challenged with being able to staff their needs internally with continued growth.

"I honestly don't think internal team could have had such a successful ramp. Somehow Transparent BPO broke record after record with a group of new agents on all metrics"

Solution

The client launched with Transparent BPO using 30 agents supporting the consumer acquisition business. The first focused on outbound calls following up on leads generated via multiple media sources including the internet, social media and TV. The second group was comprised of inbound lead qualifiers responsible for consumer intake of medications and insurance coverage.

Transparent BPO's agents were trained to meet the client's specific parameters, including learning the names and spellings of hundreds of medications as well as insurance plan names, types of coverages available and any pharmacy changes or co-payments. Agents were prescreened for soft skills including customer empathy and listening skills to support an older consumer demographic.

Initially, agents utilized a script to ensure compliance and quality due to low performance with the previous off-shore provider. After evaluating leads generated Transparent BPO determined that a significant portion of non-leads were the result of consumer confusion. For example, what insurance coverage they currently have, co-payments or medications they were taking. Based on these findings, Transparent BPO recommended a program change allowing agents to deviate from the script and to become more conversational if they felt the caller was unclear on questions.

SUCCESS STORY

Pain Points

- Previous vendor unable to go off script
- Challenging consumer demographic
- Poor quality of leads
- Inability to staff to meet demands of fast growth

Results

- Overall lead conversions to enrollments increased by **29%**
- Increased outbound lead conversions by **58%**
- Program grew from **30** agents to more than **110**
- Changed quality monitoring forms and process to allow for **100%** confirmation on disclosures
- Increased quality score to **98%** outperforming the previous vendor