



HEALTHCARE REDUCING EFFORT ACROSS CHANNELS

ABOUT THE COMPANY

The world's premier online database for medical knowledge partnered with Humach for assistance with back office operations as well as for service, retention, and upsell efforts. With Humach's help, this company was able to take their customer experience above and beyond expectations.



WHAT WE DID

To help more of their customers self-serve, as well as help the agents when they were needed, Humach built a knowledge base and FAQs to centralize all relevant information and make finding answers easier. This reduced the interaction time by 60% and gave both customers and agents the tools they needed to find the right solutions.



ABOVE AND BEYOND

Meeting customer expectations takes work, and Humach worked tirelessly to write the engagement scripts for all of this client's outsourcing partners for the outbound calls, proactive email offers, and their 30-day trial offer program.



PROVEN RESULTS

Humach led the charge in opening up new interaction channels, driving this client closer to a true omnichannel experience. Agents directed customers to the online portal during the sales process, leading to a 60% adoption rate by the customer base.

"Humach helped us get our customer experience to where we wanted it to be. We truly view them as an extension of our team."

DIRECTOR, CUSTOMER CARE