

SUCCESS STORY

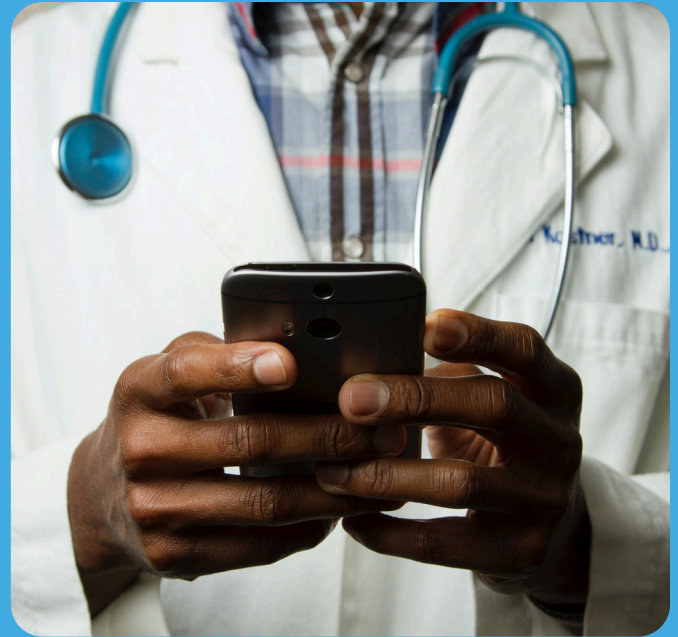
The World's Premier Online Medical Database Reduced Interaction Time by 60%

INDUSTRY

Health/Medical

LOCATION

North America



Challenge

Our client's team of in-house agents, who are responsible for handling inbound customer inquiries, were not meeting productivity goals, due to a lack of resources. At the same time, the client's outsourced sales team, who are responsible for lead generation and retention, also fell short of our client's goalposts.

Solution

We set about developing a solution to streamline the client's sales process, rendering their sales teams more effective and agile. Humach, an experienced customer service partner, understood that a company that provides critical access to medical and health information must provide prompt service.

Impact

Thanks to a series of sales scripts and a new knowledge base developed by Humach, our client's agents were able to maximize productivity, quickly engage customers with sales opportunities, and achieve a 60% adoption rate for our client's online portal.

A Trusted Brand Seeks Help

Best known for their health information services website, our client specializes in providing users with a digital platform to read content and store personal medical information using custom-built resources such as symptom checklists, pharmacy information, drug facts, and physician blogs. Beyond this platform, our client also produces a patient-directed, monthly publication (distributed bimonthly) to 85% of physician waiting rooms across the country. It's how they earned their reputation as the leading international source for trustworthy, timely news and up-to-date information in the health and medical field.

Thought leaders at this major healthcare organization came to Humach with a desire to improve user experience while maximizing efforts to generate new growth. To accomplish this, Humach's plan needed to address deficiencies in both in-house and outsourced teams, namely a lack of preparation. For the agents responsible for handling inbound customer inquiries, the lack of an adequate knowledge base left them unprepared to properly represent the client's brand. Our client's outsourced agents, on the other hand, were not meeting goals, due to shortcomings and inefficiencies in the sales scripts provided to them.

With the problem identified as a lack of resources, Humach set about developing a solution that would streamline our client's sales process, rendering their sales teams more effective and agile. Humach, an experienced customer service partner, understood that a company that provides critical access to medical and health information (and related support) must provide prompt service.

Optimizing Customer Support

After thorough research into our client's current customer support, we identified opportunities to improve customer experience with self-service solutions and optimize outbound sales.

To get a comprehensive picture of the current customer journey, we conducted an in-depth user journey analysis, mimicking specific behaviors of each user persona. Once that was complete, we were able to highlight pain-points and offer confident solutions as a partner and a seamless extension of the brand. Leveraging years of sales experience with our familiarity with the client's brand, Humach developed a comprehensive knowledge base and corresponding FAQs.

Giving agents and customers access to relevant information in a centralized location made both self-service options and live support more efficient and effective. In fact, our client's support interaction time was reduced by 60%.



60% adoption rate for online portal



60% reduction in average support interaction time



A Revitalized Sales Program

With the goal of maximizing the productivity of our client's existing outsourced sales team, Humach devised a plan to narrow the messaging for all outbound calls, proactive email campaigns, and 30-day trial program offers. Armed with both insight from our detailed customer journey analysis and over 30 years of sales support experience, Humach created new scripts that allowed the sales team to engage customers more quickly, rendering all customer service interactions more efficient. By directing callers to an online portal, the sales team was able to facilitate a 60% adoption rate.

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

