Humach

SUCCESS STORY

Largest U.S. Healthcare Association Increased Engagement by 50%

INDUSTRY
Healthcare

LOCATION
North America

Challenge

Faced with a steady decline in outbound sales due to tightening restrictions around cell phone dialing and low contact rates and ROI, our client determined that outbound outreach was no longer effective for those buyers, severely limiting their pool of potential campaigns.

Solution

We helped our client leverage a Digital Agent solution to complete a variety of email outreaches that would improve ROI and drive customers to scheduled calls or emails. After analyzing hard-to-reach customers, we formulated a plan to segment their database into twelve campaigns.

Impact

Our Digital Agent solution provided a 38% increase in contact rates, even at the heart of the pandemic, while the campaigns themselves generated over $600,000 in revenue. The Symposium campaign also resulted in 2,500 online registrations.

A Custom Solution In Only Two Weeks

We began by carefully analyzing the client's hardest-to-reach customers and using that information to segment the client database into five campaigns:

1. Small buyers who purchased less than $250 in annual product.

2. Mid-to-large buyers where the primary phone number was flagged as a cell phone.

3. Large buyers who were unresponsive to a series of outreaches.

4. Large buyers who did not purchase in the previous calendar year but had purchased two or three years prior.

5. Decision makers in the academic market (teachers, professors, program directors) who are difficult to reach via phone.

6. Customers who would benefit from attending an upcoming symposium hosted by the client.

Faced with the looming deadline of the client's peak sales season, we turned out a solution in just over two weeks from SOW to go-live.

Increased Revenue, ROI, Engagement

- 💲 $600,000 total revenue generated
  - $300,00 in "discovered" revenue*
- ⬆ 300% increase in sales outreach population
- ✉ 50% response rate for email campaigns
- ⬆ 38% increase in overall contact rate
- ⬆ 13% increase in ROI for campaigns overall

*While the campaigns generated over $600K in revenue at an improved ROI, approximately 50% of that revenue was technically "found" revenue, as these contacts would have otherwise been categorized as cold leads and gone ignored during outbound calling campaigns.

> "Due to the cost-effectiveness of this solution over a standalone, outbound campaign, we were able to increase our viable population for sales outreach by 300% using the digital agent."
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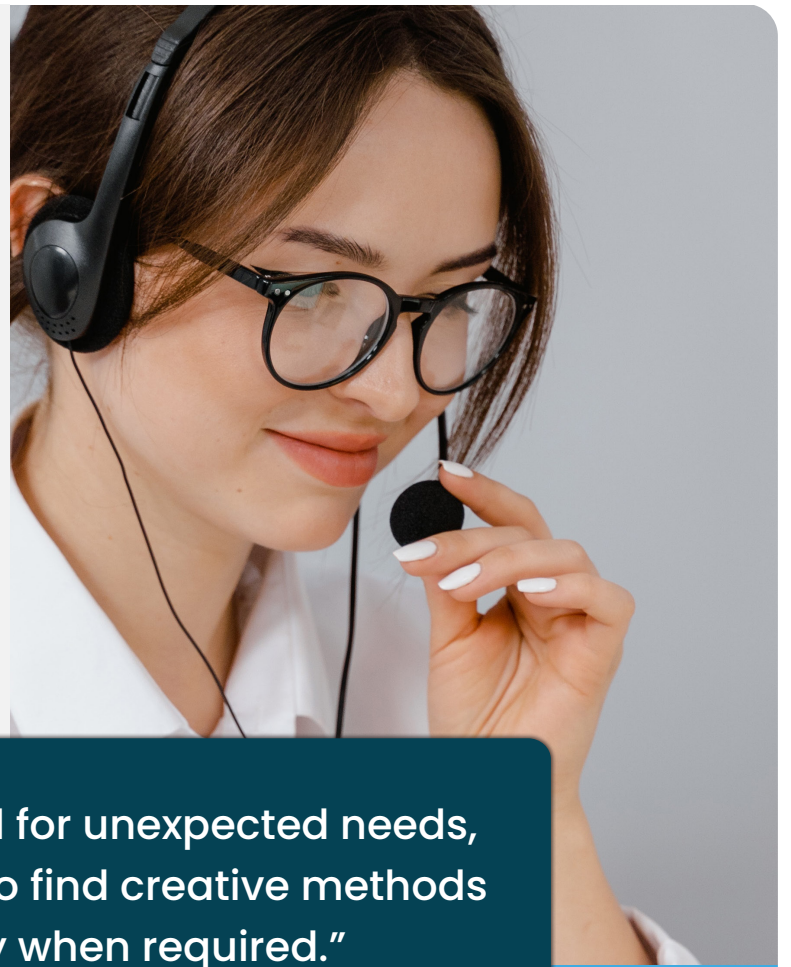> —Client Director of CX

State of the Union

The largest professional healthcare organization in the United States now uses Humach AI-powered Digital Agents to improve account management as well as increase sales and support to its over 240,000 members. Our digital agent solution provided a 38% increase in contact rates in addition to tripling the viable sales population and increasing ROI by 13%.

An Exemplary Record

Over decades, the client's relationship with Humach has grown into a robust strategic partnership. As noted by their Director of CX, Humach and its team of "experts in omnichannel support," share best practices and "proactively offer strategic planning support beyond that of a typical vendor." We currently handle over 1 million records annually, with no security failures to date.

"Humach built a model for unexpected needs, one that leaves room to find creative methods for expanding capacity when required."

—*Client Director of CX*

A Nimble and Enthusiastic Partnership

While we value success at Humach, we never rest on our laurels, and our relationship with this client is hardly a marriage of convenience. In fact, the client has sent out Requests for Proposals on three occasions in the past decade. Each time, Humach rose to the challenge, crafting a new RFP from scratch, outlining in depth our business practices and support strategies as if speaking to a new client. Nothing was taken for granted, and each time, the client chose to renew their relationship with Humach. In the words of our client's Director of CX, "There are other qualified vendors in the marketplace, but simple economics, risk and economics of move, and our satisfaction with Humach has not necessitated a transition. The partnership has proved accountable, nimble, and enthusiastic."

On the Humach side, COO Kelly Uhlrich said, "The consultative and strategic relationship we've developed with this client represents a huge shift in the industry. This is human expertise in action—establishing one-on-one relationships with customers, combined with gathering and synthesizing data to uncover new ways to improve service and growth."

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.