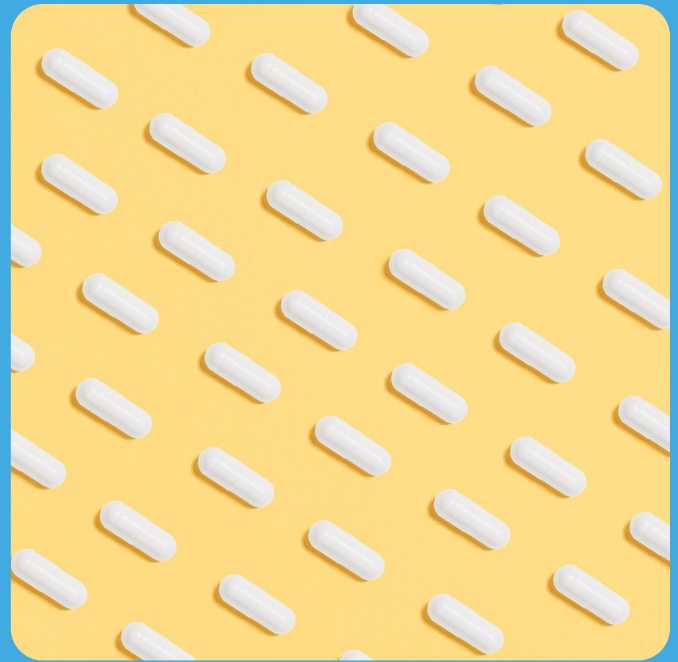# Largest US Healthcare Organization Claims $1 Million in Revenue in First Year of Partnership

INDUSTRY
Healthcare

LOCATION
North America

Challenge

One of the largest US healthcare organizations sought to grow revenue by building up its sales team. They were wary of outsourcing this work, fearing both the dilution of their brand and the high probability that an outside team would not meet their rigorous standards.

Solution

Humach first implemented customer surveys to dramatic success. We then moved on to a more ambitious goal—implementing a new sales strategy to better meet customer needs along side the development of a more efficient method of organizing the client's customer database.

Impact

In short, what began as a small market research project with one business unit turned into a three-decade growth story, resulting in a nearly 1,000% increase in revenue for one of the nation's largest healthcare organizations. Ultimately, Humach became their top adviser and business partner.

The More You Know

After assessing customer needs, desires, and the client's current system, Humach agents and Account Managers leveraged survey results and the comprehensive understanding of customer experience they provided to align themselves with the client's operational goals and culture. In becoming an extension of the client's existing brand, Humach assuaged any fears of brand dilution, and soon, all the client's publication sales efforts were placed under Humach.

Humach also helped the client gain unprecedented insight into their customer base by arranging focus groups with Humach agents and Account Managers. Using a master list provided by the client, the Humach team organized customers by relevant criteria, developing a system that integrated skills-based assignments and lead scoring to drive repeat orders. With the client database properly segmented, Humach could easily allocate members to different groups based on skill sets and continue to increase revenue and other KPIs.

As Humach familiarized itself with the ins and outs of our client's business, we were able to propose further segmentation such as providing large buyers with a dedicated Account Manager, and creating Academic Account Management positions to better suit the needs and unique schedules of academic buyers.

Significant Increase in Sales, Average Order Size

- 💲 **$1 million in outbound sales generated in the first year**
- 💲 **$10 million in sales generated annually**
- ⬆️ **26% increase in average order size***
- ☁️ **Custom-built, proprietary CRM**
- 🗄️ **SQL Data Hosting**
- ✉️ **E-fax service platform & SMS keyword texting platform hosting**

* Key to Humach's strategy was moving beyond the idea of single sales. Through a combination of upsell programs and spin-off projects, Humach agents could now offer bundles and package deals, each containing multiple publications. Thanks to the discounts that came with these packages, they proved successful with customers, thus increasing the client's average order size.

> **"Our strategic relationship with this client represents a huge shift in the industry. This is human expertise in action—not only establishing strong, one-on-one relationships with customers, but also gathering and synthesizing data to uncover new ways to improve service and grow business."**
>
> *—Kelly Uhlrich, Humach COO*

State of the Union

With the client relationship growing from a small telemarketing campaign to a full-fledged CRM program, Humach has delivered increases in average order size, improvemed ROI, and higher conversion rates. While our clients typically come to us with a CRM already in place, our extensive background with this client led to us stepping outside of our wheelhouse to meet their needs. We currently provide omnichannel support to the client in areas that include but are not limited to inbound support, outbound sales and lead generation, direct fax marketing, and special email and texting services.

An Exemplary Record

Over decades, the client's relationship with Humach has grown from a project with a single business unit into a robust strategic partnership encompassing six units. 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." In fact, Humach secured deals with five additional units by word of mouth across the client's various departments. Now the sole provider (humans and machines) of all our client's contact center services, Humach currently handles over 1 million records annually, with no security failures to date.
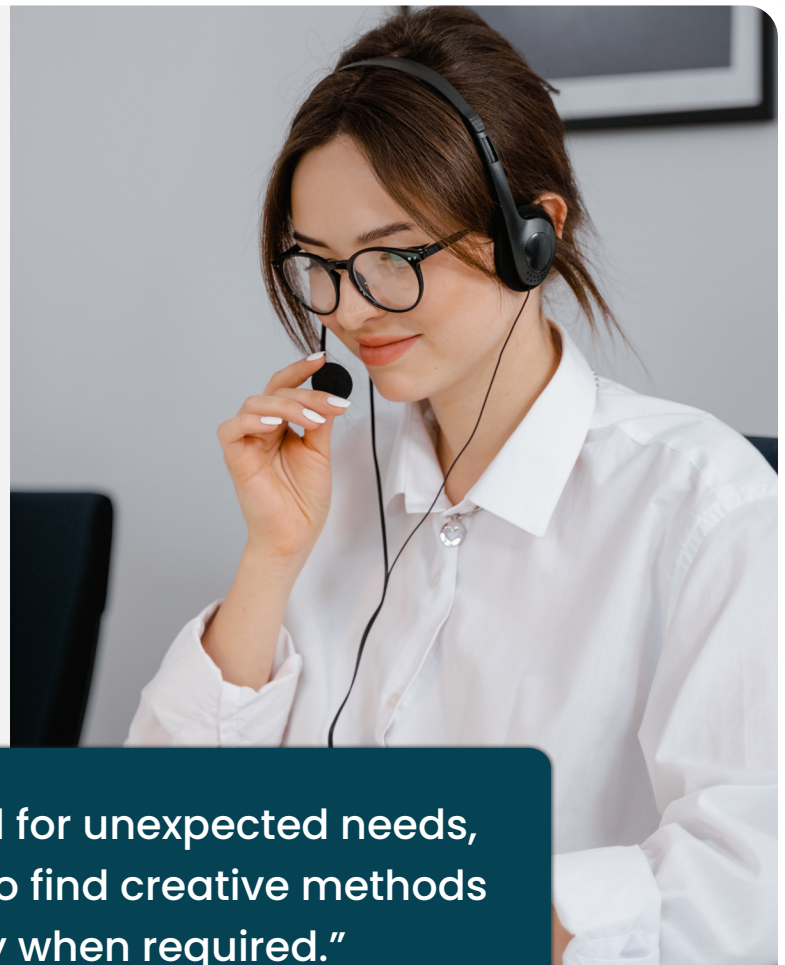
> "Humach built a model for unexpected needs, one that leaves room to find creative methods for expanding capacity when required."
>
> —*Client Director of CX*

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."

While hiring in the client's field has typically proved difficult, Humach's upfront planning has ensured a continual, mutual understanding of resource elasticity as required.

Humach