

Customer Success Story

Crisis to Control: A healthcare support turnaround

How Humach stabilized a healthcare benefits contact center in crisis

29k+

Calls answered in
just 3 weeks

95%

Answer rate
achieved

89%

Staffing
efficiency

85%

Decrease in
abandon rate

The Challenge

A leading supplemental benefits company had incorrect cards go out, and overnight, members flooded the phones.

- **400%** YoY surge in call volume
- Hold times stretched into **3–4 hours** and agent answer rates collapsed
- More than **20% of total calls** were being abandoned every single day
- The internal team had no way to **staff 24/7 coverage** or grow fast enough to catch up



213 Agents in less than a week

362 agents in 3 weeks

Services:

- Live Agents
- Recruiting + Hiring
- Operations Management
- Train-the-Trainer
- Workforce Management
- Resource Hub

Jan 6

Opportunity
received via
email at 9pm

Jan 7

Internal staffing
plan began

Jan 9

SOW sent and
turned around
same-day

Jan 10

Support team is
built

Jan 11

MSA & SOW fully
executed. Testing
begins

Jan 12

Training begins +
agent pool begins
to grow

What Humach Delivered

Leveraging our decades of CX expertise, Humach quickly designed a simple, scalable support model, then layered in supervisors, team leads, and program managers to keep performance tight as volume surged.

Within weeks, the team had grown to hundreds of agents, operating with high staffing efficiency and 24/7 coverage across all queues.



“The Humach team is amazing and the organization couldn’t be in better hands!”

– Client Representative

What started as an immediate SWAT-style ramp to stabilize the situation quickly proved what Humach could deliver under real pressure. Brought in alongside a pool of nine vendors to help manage the surge, Humach was selected as one of only two strategic partners to see the program through, earning that spot through speed and results. By combining rapid recruiting with agile execution, Humach transformed a contact center in crisis into a high-performing operation, scaling to 362 agents within three weeks, answering over 29,000 calls, achieving a 95%+ answer rate, and cutting abandoned calls by 85%. When it matters most, Humach delivers.

Humach's Rapid Ramp capability is more than a contingency plan. It's a proven model designed to help organizations quickly build or expand critical operations without sacrificing quality or performance. Whether standing up a new customer support function, transitioning services, entering a growth phase, or responding to changing business needs, Humach brings the trained talent, operational discipline, technology, and leadership needed to accelerate results. No lengthy ramp-up periods or resource constraints, just a team that moves with urgency, scales with purpose, and delivers from day one.