

CASE STUDY

**MAJOR MEDICAL  
SUPPLY COMPANY**

## SAMPLE RESULTS

**20%**IMPROVEMENT IN AGENT  
PRODUCTIVITY**15-34%**ORDER VALUES HIGHER  
THAN INDUSTRY AVERAGE**99.99%**

AVAILABILITY

**30%**REDUCTION IN AGENT  
RAMP-UP TIME**Massive scale and flexibility,  
with a customer service twist***Liveops supports major spikes in customer demand driven by short-form media, with system integration*

Patients with diabetes rely on receiving diabetic testing supplies from this leading, nationwide supplier. The company has grown to serve more than 260,000 patients and is one of a select few providers that is authorized by the Centers for Medicare and Medicaid Services to distribute mail-order diabetic supplies to Medicare beneficiaries.

As the company attracted new patients through short-form commercials, they would upsell complementary products and services to help patients simplify their medical needs. Short-form media became a great way to promote the company's brand and grow its patient pool. Commercials, however, aired often and at irregular hours, which led to an influx of calls that its contact centers could not service or staff around the clock.

**A SCALABLE, FLEXIBLE SOLUTION**

Liveops became a clear choice to handle the company's unpredictable call demands and customer service needs. Rigorous testing soon commenced and the Liveops team sourced additional HIPAA-certified, independent agents to ensure demands were met.

Liveops's award-winning eLearning courses, certification modules, and gamification enabled agents to quickly ramp up on products and services. Integrated call scripts were deployed across the Liveops platform to ensure a consistent call flow and caller responses were tested to help guarantee success.



*“Liveops is a trusted partner that enables us to keep up with customer service demands. They have played a critical role in our business model and have become a perfect extension to help deliver an outstanding customer experience.”*

## **A SEAMLESS CUSTOMER EXPERIENCE**

Liveops independent agents were granted access to the company’s proprietary system to validate physician records and verify Medicare records to create a seamless, integrated experience for callers. This created a superior agent who could field complex calls and enroll new patients.

Liveops also provided granular, real-time reporting and campaign tracking to help the medical supply company make informed decisions and optimize media spends for future planning. The company also benefited from 24x7 access to call recordings to ensure quality.

## **CUSTOMER SERVICE QUALITY AT ANY LEVEL OF DEMAND**

Liveops continues to provide superior call quality while ably handling volume demands. The company can quickly meet scale requirements by ramping up agents on an ongoing, as-needed basis.

The HIPAA-certified independent Liveops agents are able to schedule call shifts in 30-minute call blocks, which helps meet surges in call demand due to larger short-form media buys, while still maintaining a healthy level of agent utilization when volume is lower after airings have ended.

The company now benefits from real-time access to intuitive dashboards that provide granular access to performance metrics. The results are clear:

- An unprecedented 90% of calls are answered in 20 seconds.

## **ABOUT LIVEOPS**

*Liveops offers an on-demand skilled workforce of onshore virtual agents for customer service and sales. With no call center overhead or wasted idle time, our pay-per-use model scales to meet seasonal or time of day spikes in demand.*

*More than 400 organizations across service industries including retail, health care, insurance and telecom trust Liveops to deliver an enterprise-grade workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.*

- Post-call quality audits benefit from an average 94% satisfaction score.
- In one week’s time, more than 17,500 calls were taken.
- Resources can scale to as many as 2,300 independent agents simultaneously taking calls.
- Ability to quickly ramp up from a zero need to more than 1,000 agents.

The Liveops virtual home agent model enabled the client to dramatically reduce overhead costs associated with brick-and-mortar call centers.

Liveops has also been able to help the company consolidate toll-free numbers and track where its media spend is most successful. The results and quality metrics have made Liveops a pivotal part of the company’s brand.