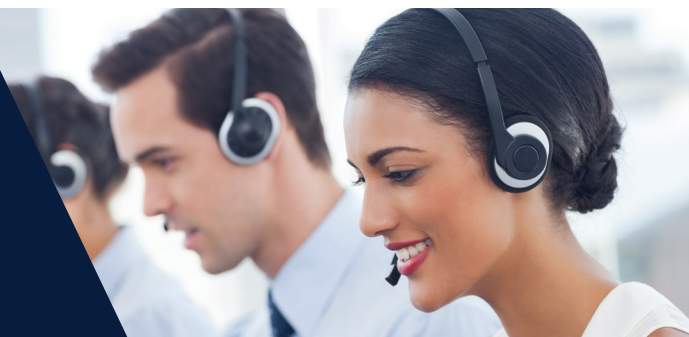


# MINI CASE STUDY

## Comprehensive Inbound Customer Service Program



### OBJECTIVES

- Build a high-level, unscripted inbound customer service team to handle calls from Patients, Caregivers, and HCPs for mid-sized Pharma company's full suite of nine products in the Respiratory and CNS space
- The customer service team is responsible for managing and triaging inbound calls to the client's six supplier departments and to the inside and field teams



### CHALLENGES

- Multiple product and program scope changes
  - Five product launches within one year
  - Loss of exclusivity for two products
  - Four products divested
  - Several new product indications
  - Changing landscape of product support
- Handling challenging callers/calls including adverse event recognition and suicide crisis communications



### THE PUBLICIS SOLUTION

- Hire and select the right talent
- Focus on continued training and quality assurance to guarantee high-level customer focus
- Leverage company best practices to increase efficiencies and create the best overall customer experience



### RESULTS

- Program tenure from May 2013 to present
- Successfully implemented comprehensive training and quality assurance playbook to monitor and increase team excellence
- Consistently met or exceeded all program key performance indicators, including:
  - Abandons, Average Speed to Answer, Service Level
  - All quality measures including live call monitoring, recorded call monitoring, and CRM usage audits
- Implemented quarterly rewards program
- Engaged customer feedback with post call survey with high Top 2 scores across the following capabilities



J.D. Power 2017 Certified Contact Center Program recognition is based on successful completion of an audit and exceeding a customer satisfaction benchmark through a survey of recent servicing interactions. For more information, visit [www.jdpower.com/cc](http://www.jdpower.com/cc).



### CAPABILITIES

- Product affordability assistance
- High-Level benefits investigations
- Sample requests
- Patient and HCP FAQ's
- Call triaging to partner vendors

For a complimentary consultation, call us at 1-866-616-4777  
[impact@PH-phrequency.com](mailto:impact@PH-phrequency.com)

[www.PH-phrequency.com](http://www.PH-phrequency.com)



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