

BRIDGING THE TECHNOLOGY GAP

An independent national pharmacy that provides compounding, fertility, specialty drugs and retail services partnered with CH Consulting Group to optimize its contact center people, processes and technology to support rapid company growth.

OVERVIEW

An industry disruptor founded in 2003, the organization is redefining the pharmacy experience, acting as a trusted liaison between the patient, doctor's office, drug manufacturer and insurance provider.

At issue were two main questions:

1) What technology currently in place could the company better optimize for future needs?

And 2) What new available technology would be able grow with the company as it increases market share?

CHALLENGE

In order to successfully grow while maintaining a high level of customer experience, companies must ensure the contact centers the business relies on are operating at optimal levels. Several factors were holding the pharmacy company back from achieving peak operational efficiencies, including:

- Heavy reliance on manual reporting
- Multiple, autonomous systems
- Insufficient data available to guide business critical decisions
- Voice platform not configured for call routing, skilling, agent level data capture
- Lack of process measures to make improvements
- Current CCaaS platform lacked sufficient outbound capabilities

360 ASSESSMENT

Current CCaaS

The company was relying on a platform not configured to contact center standards and CCaaS capabilities were not being fully utilized.

Enterprise Reporting

KPI contact center reports were not being generated through the current CCaaS platform, which meant leadership didn't have the data needed to make business critical decisions.

Mobile App

Client was experiencing multiple issues with the mobile app.

Platform Optimization

The company's CCaaS platform and pharmacy management software were not integrated, which meant staff was spending valuable time on manual processes.

IT Enterprise Strategy

Multiple vendors and absence of a clear overall technology strategy was hampering new initiatives and overall effectiveness.

Work from Home

Client was relying on a third-party provider for work from home solutions including VPN and corporate endpoints.



SOLUTIONS

CH Consulting Group outlined how technology optimization and/or investment in new technology could help move the company from the current state to a desired future state that would support growth. Two options were provided for client consideration.

01

Optimize Current Tech Stack

CH Consulting Group would help client optimize the current technology stack by designing and implementing an RPA pilot, centralizing PMO and vendor management, and evaluating a new platform for operational KPI management. Additionally, the current CCaaS platform configuration would be upgraded and KPI reports deployed.

Option 1 Pros – Faster, less complex process and lower cost

Option 1 Cons – Non-industry standard CCaaS presents a feature set risk and require a stand-alone, additional webchat platform.

02

Implement New CCaaS

CH Consulting Group would recommend a new CaaS platform based on client goals and industry standards. This would include evaluating new feature sets and integration considerations with pharmacy management software, as well as CCaaS performance specs, RFP, vendor selection and deployment support.

Option 2 Pros – Industry standard CCaaS deployment with enhanced CX and digital channels.

Option 2 Cons – Require new platform deployment and additional spend.

RESULT

\$199,119
Annual Savings

Includes utilization rate savings, using licensed vs unlicensed agents and decreased average handle time (AHT).

3,900
Annual Hours Saved

This was estimated based on converting manual non-operational work to automated technology, including management of WFH duties, QA and CSAT reporting and more.

ROI
Option 1 = 1.2 years
Option 2 = 1.8 years