



European Medical Device Manufacturer: Optimizing both business and employee performance



Case Study

Establishing a strong foundation for improving three billion lives per year



Background

In 2017, the client engaged TP for their healthcare clients in Italy and Germany. They quickly realized that in addition to an innovative and customer-centric approach, TP brought shared values that provided the foundation for a strong relationship.

About the client

The client is a multinational corporation with a vision of making the world healthier and more sustainable through innovation. Their goal is to improve the lives of three billion people a year by 2030.

Health systems and personal health are critical businesses for the client, offering some of the most popular medical devices in Europe. They support hospitals, medical facilities, and consumers with services ranging from making repair arrangements to phone orders and service through social media channels, including chat, to help consumers find what they need at the client's online store.

This often means supporting customers in difficult and emotional situations.

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Serving Europe from a multilingual hub

The client's customers across Europe are served from a multilingual hub based in Greece. Regardless of their country or retailer, customers receive service from agents who speak their language and understand their culture.

Agent assignments also reflect their skills and strengths. For example, someone with high emotional intelligence and excellent soft skills will be prioritized for dealing with consumers. In contrast, someone with a logical orientation and multitasking skills will be prioritized for dealing with business customers.

Agents work in an environment designed to develop, motivate, and reward them through techniques including gamification. All stakeholders, including quality assurance, administration, and workforce management, sit on the production floor, working together with front-line agents to achieve operational efficiencies and continuous improvement.

ESTABLISHING A STRONG FOUNDATION

With the organizational complexity and omnichannel approach required by the client, three key business solutions underlie their customer service experience:

DATA WAREHOUSE AND BUSINESS ANALYTICS

Data is automatically collected from multiple sources and is converted into reports and dashboards that provide insights and simplify decision-making while streamlining time-consuming business processes.

SMART REMOTE SUPPORT

Agents are empowered to see what the customer sees as if they were standing next to the customer. For example, the agent can see a picture of a technical error message on the customer's mobile phone.

OPERATIONAL EFFICIENCY

TP's process flow and guidance system keeps processes and actions optimized across the solution specifically engineered to meet the client's needs.

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Service continuity during COVID-19

When the global crisis struck, the workforce quickly and proactively transitioned to work-at-home within three weeks while maintaining the same quality that the client's customers expected.

During the pandemic, 120 new team members were onboarded in a very short time and brought online smoothly to handle business in Portugal.

Complementary training and meeting tools helped bridge the communication challenges of working remotely, ensuring that team members always had access to support whenever they needed it, which helped maintain operational excellence.





A value-added relationship

The client and TP teams work closely together, communicating daily to help build on the relationship that has continued to support and delight customers and steadily increase business results for over four years.

KEY VALUE-ADDED INITIATIVES INCLUDE:

- Modernizing service delivery
- Providing insights that anticipate customer needs
- Out-of-the-box thinking to re-imagine the service solution and transform it into a sustainable, efficient, and high-value experience
- Maintaining attrition rates well below industry benchmarks and ensuring consistent quality with highly skilled and dedicated agents focused solely on the client's customers
- Continuously improving operational performance to provide best-in-class service across all the client's customer segments

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Exceeding expectations across the board

For the past three years, the client has consistently met its qualitative and quantitative KPIs. Even when forecast accuracy reached more than 30% above the agreed threshold, the service levels have been above target.

For example, in July 2019, the phone channel for the UK market had a forecast accuracy of 120% and a service level of 81%.

In August 2019, the forecast accuracy was 130%, and the service level was 82%.

Additionally, they have consistently exceeded their net promoter score (NPS) and customer satisfaction (CSAT) targets in key European markets by as much as 17%.

Together, as one team striving to achieve the same goals, the client and TP have achieved exceptional results and established the strong foundation that the client needs to fulfill its longer-term vision of improving the lives of three billion people per year by 2030.

10%

INCREASE IN OVERALL
FORECAST ACCURACY

130%

OF FORECAST ACCURACY
GOAL ACHIEVED

117%

OF NPS® AND CSAT
GOALS ACHIEVED



The European Contact Center and Customer Awards chose the client and their partner, TP, as the Gold Winner for Best Outsourcing Partnership (Small).

THIS AWARD RECOGNIZES:

- Efficient, effective customer and colleague-focused operations
- Addressing business goals and challenges
- Open, two-way communication and collaboration
- Effective integration and ongoing investment in the relationship
- Achievement of the original business objectives
- Outsourcer value-add, outside of cost



