



# Supporting Customer Success

## Call Center Solution Improves Customer Experience

*Comprehensive Call Center Design, Managed Services and Operations Exceeds International Medical Device Company's Expectations*

### The Challenge

The client enlisted Solugenix Support Services experts to improve the experience for all customers when communicating with the medical device division of global healthcare products and services provider. In addition, the client needed to reduce customer call times, improve communication delivery and improve customer loyalty through positive first impressions and their customer support center. They were also in need of reducing facility needs to allow for company growth in other areas of business.

### The Evaluation

Work with suppliers in the customer support business arena to find the best partner to deliver and balance against company goals and customer expectations. Through multiple partner evaluations, Solugenix was chosen based on its ability to support:

- Long-term agent staffing resources
- Significantly reduce recurring expense related to a steep learning curve training when on-boarding new resources
- Ability to continually increase efficiencies and quality of service
- Optional support from an offsite or onsite facility
- Fully managed approach in order to meet service levels

### Solution

Solugenix partnered with the client and provided a comprehensive solution by transitioning call center services to the Solugenix Brea, CA call center facility. Solugenix supplied seasoned and extensively-trained agents for the Technical and Clinical call center for 24/7/365 business operations, sustainable repeatable training, knowledge management process, quality control measures and regular operational reporting. After the successful delivery of these services, the client awarded Solugenix two additional managed services engagement to perform product complaint follow-ups and field service dispatch coordination.

### Customer Profile

#### Company

A division of an international medical device company with 1500 employees worldwide. The company maintains a commercial presence in more than 160 countries.

#### Team

Established formal leadership structure including a management team, supervisor and team lead backed by a Center of Excellence team to ensure best practices implementation, along with quality control, compliance process and continuous process improvement.



For more information on how Solugenix can help you improve service center quality and increase customer satisfaction, please give us a call today at **1-866-749-7658**, or email us at [info@solugenix.com](mailto:info@solugenix.com) for more information.



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## Call Center Solution Improves Customer Experience *(continued)*

### Benefits

The Solugenix customer support center created a number of positive results:

- Customer satisfaction increased by 40% through call time reduction, and improved information and support delivery
- High caliber agents for the Technical and Clinical Call Center mastered product knowledge quickly for a swift implementation
- A training curriculum and process enabled the client to ramp up operations quickly
- Around-the-clock support greatly improved customer satisfaction
- Increased average speed of calls answered by 16%
- Quality control processes allowed for immediate feedback on performance
- Consistently exceeded SLA metrics
- Within a six-week period, processed backlog of 3000 cases needing follow-ups
- Staff turnover rates were dramatically reduced from 35% to 5% (industry average is around 33%)
- Improved field service engineer productivity by 78% via proactive scheduling and communication with customers, considerably reducing field service overtime hours

### Service Highlights

Solugenix designed a clinical and technical customer support Managed Services solution, and transitioned internal supported call center services to the Solugenix Brea call center location.

The call center services improved:

- Wait times
- Exceeded SLAs
- Reduced turnover
- Improved customer satisfaction by 40%
- Reduced field service overtime hours
- Improved field service engineer productivity by 78%



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