

SUCCESS STORY | PHARMA

Leading B2B pharma company improves agent capacity and efficiency

Improving CX and agent experience with Cisco UCCX and Calabrio Recording



About the client

The client is a leading B2B pharma company working with member pharmacies, manufacturers, prescribers, payers, and other stakeholders to develop comprehensive collaborative and HUB solutions for the high-touch specialty pharmaceutical service model.

Requirements

The client has been operating with Cisco UCCX (Unified Contact Center Express) and Calabrio Recording solution with a maximum capacity of 400 agent licenses since 2018. Because of recent acquisitions and rapid business growth, the incumbent Cisco UCCX solution has maxed

out the agent capacity, raising concerns about its ability to handle growing customer demand, unexpected call volume spikes, agent workload, and consistent customer service. Besides, the client was manually handling outbound calls, making it difficult to scale in terms of productivity and performance

Solution

Servion implemented Cisco PCCE (Packaged Contact Center Enterprise) solution together with Calabrio QM Recording and Acqueon LCM (List and Campaign Manager) for the outbound dialer to address these challenges and ensure better customer and agent experience. The new solution offered the much-needed operational flexibility

and scalability, with a capacity of 2000 seats, to support their business growth.

The solution also included:

- Complete re-configuration of nearly 80 different call flows that were supporting various existing customers.

- Calabrio QM integration for call recording and analytics to help with informed QA decisions

- Seven-phase agile implementation model that supports new sizing and customer retention requirements without any additional hardware purchase.

- Additional LCM licensing for two agent pools, i.e., a larger pool of blended agents and a group of 50 outbound agents.

Business outcomes

The new solution brought about several key benefits, including:

- The client can now support 500 concurrent agents and 150 outbound agents during the regular season and approximately 190 outbound agents during peak season.

- Higher scalability and flexibility in capacity expansion, outbound capabilities, and recording

- Increased QA evaluations by 40% with Calabrio's ease of use

- Stable contact center systems with no business disruptions since the implementation.

- Enhanced customer experience, AHT, agent productivity, call wait time and CCB.

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