

The Solution Discovery — For the Medical Device Industry

HIGH EXPECTATIONS FOR MEDICAL DEVICE CALL CENTERS

Call center agents at medical device companies must understand everything about their specialized product portfolio, as well as how the industry operates — from hospitals to suppliers to pharmacies, and the broad range of people within each group, not to mention patients. These same agents must also have the ability to track orders, payments, and sales representative calendars, and clearly understand the accounts that they support.

However, many executives still believe that their call centers are expensive burdens to the bottom line. Why is this important business function often the last area of investment? In many cases, it is due to the perception that the call center remains a cost center, requiring business expense, but not delivering business outcomes. However, the call center is the link to achieving key results, including increased loyalty and repeat business. On the other hand, making customers wait can greatly

impact the next order or the next sale, not to mention the life of the patient.

To move the call center toward maximum contribution and business impact, it is essential to answer the following questions: How well does your call center support your organizational strategy, what are the critical factors for your call center to provide increased business impact, and what actions will enable your call center to deliver better value to the business?

Based on its extensive experience with call center effectiveness programs, Innoever Solutions offers a service for rapidly uncovering the specific areas necessary to improve call center operations and ensure increased business benefits. Innoever evaluates, identifies, and recommends the necessary actions for achieving more profitable customer outcomes through the call center, enabling medical device companies to improve the customer experience and enhance operational efficiency and productivity.

A FIRST STEP TOWARD BUSINESS IMPACT

The *Call Center Solution Discovery* is an expedited analysis that examines the key challenges for enhancing call center effectiveness and defines an approach to implement enhancements to improve operations and strategic impact. Utilizing its unique three-tier Outcomes Diagnostic Process, Innoever Solutions uncovers areas where modest improvements will achieve significant results immediately, including reduced costs, improved productivity, and increased customer retention.

SUCCESS STORY

Innoever Solutions recently partnered with a leading medical device company to enhance its CRM capabilities. Shifting market demands required a sophisticated CRM platform and improved call center operations to facilitate strategic call center, marketing, and sales decisions. This would allow the company to more effectively bring new products to market in today's fiercely competitive industry, and increase customer satisfaction, loyalty, and profitability.

Innoever worked with this company to plan, design, and deploy a newly enhanced CRM system that offers more effective territory and account planning capabilities and improved decision-making about which accounts to pursue, which influential physicians and hospital administrators to contact, and how to more effectively apply resources. The company now has ongoing contact with nearly 80 percent of the targeted physicians and administrators who influence buying decisions.

Officials at this medical device company now say that their customer interactions are more meaningful, organized, and orchestrated in a collaborative environment across different groups throughout the organization. As a result, sales have increased, and the system has significantly improved the company's ability to manage customer-facing teams and processes — managers are now better able to identify top performers and reward them appropriately.

WHAT DOES THE *DISCOVERY* INVOLVE?

The *Call Center Effectiveness Solution Discovery* will focus on these areas:

- **Business Requirements Analysis** — Discover what the call center must achieve to increase business impact
- **Customer Experience** — Identify how customers want to be serviced by the call center
- **Best Practices** — Determine operational practices that the call center must embrace to contribute to the overall business
- **Technology Assessment** — Determine infrastructure for optimal effectiveness within the call center and gaps with current capabilities

These activities will enable medical device companies to identify immediate enhancements that utilize existing capabilities, as well as medium-term goals that will lead to an even greater return on call center investments.

At a fixed price,* the *Solution Discovery* will identify the gaps and create an action plan. (*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Solution Discovery* include:

- Prioritized measurement of business outcomes required for increased call center impact
- Enhanced strategy for increasing call center effectiveness, defined specifically for your business
- More effective handling of the increasing level of consumer calls
- Identification of what interactions will lead to the strongest customer loyalty
- Improved communication channel matched to customer profile and requirements

ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to healthcare and high-technology companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

PAST CLIENT SUCCESSES INCLUDE:

- Aspect Medical Systems
- Coloplast
- Johnson & Johnson
- Steris Corporation
- W.L. Gore & Associates, Inc

BUSINESS OUTCOMES:

- Reduced cost of service an average of 11%
- Increased customer satisfaction and loyalty an average of 18%
- Improved marketing and product development effectiveness an average of 19%
- Increased employee satisfaction an average of 16%

CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at jyanoff@innoveer.com or at +1 617-225-7914.

