

# Transition of Inbound Patient Support Team for Top Five Global Pharma Company



## SITUATION

- ◆ Top five global pharma company required a new partner to transition their inbound patient support team from incumbent to Amplity team
- ◆ Responsible for managing inbound calls, email and chat from patients, caregivers and HCP's
- ◆ 112 brands required transition without disruption to service or quality



## STRATEGY

- ◆ Undertook capability assessment of incumbent team, hired and trained additional high quality agents as needed
- ◆ Provided additional onsite leadership to drive day-to-day operational management
- ◆ Drove pace and accountability through recurring governance meetings between Amplity and client senior leadership
- ◆ Established a process improvement committee to implement a collection of initiatives to increase efficiency



## RESULTS

- ◆ Improvement across all KPIs:
  - **83%** improvement in average speed of answer
  - **79%** improvement in abandonment rates
  - **61%** improvement in service level attainment
  - **15%** improvement in average handling times
- ◆ Significantly improved employee morale and reduced attrition rate from **17%** to **6%** over 12 months
- ◆ Managed additional call volume reducing clients dependency on other vendors at no additional cost
- ◆ At client direction, launched additional team within the inbound call center and have consistently exceeded performance expectations

