



## Global IT Consulting and Integration Company

## CASE STUDY

“We called on a Friday afternoon in need of a solution and by midnight the next day it was ready to go. West has had a terrific willingness to partner with us in our hour of need. Their ability to move quickly while delivering unbelievable support is outstanding.”

– *Principal - Senior Architect*  
*Global IT Consulting and Integration Company*

### OBJECTIVE :

#### Quickly Increase Call Capacity While Maintaining Quality Service

In the fall of 2005, one of the world's leading providers of IT consulting and integration services was looking for a customer contact partner who could help them handle calls generated from the Medicare Part 'D' Prescription Drug program. Even though the company had two internal call centers, they knew the expected volume from enrollments and general inquiries would be more than they could manage.

With the launch date approaching, the company turned to West Corporation to provide them with a robust solution that could handle call overflow and remain within budget. The company chose West based on their ability to bring this solution to market quickly, provide a high level of quality and deliver solutions that could meet both their current and future needs.

### THE WEST SOLUTION :

#### A Flexible Customer Care Solution Utilizing Home-based Agents

West had only five weeks to develop and launch a solution to handle the company's enrollment calls. To add to the challenge, the federal government had not fully defined the program's specifications. Given these parameters, West's experienced team of professionals immediately began to develop a West at Home solution that would deliver the flexibility and scalability necessary to make the program a success. The West at Home solution made it possible to quickly provide highly skilled, home-based agents from around the country to handle the calls.

Once the agents were selected, they participated in a comprehensive certification and training program that helped them better understand the various types of calls that they would receive. After the program launched the client quickly realized that the call volumes were significantly outpacing projections. West was able to scale up rapidly with hundreds of additional work-at-home agents and meet the client's growing demand.

At the same time, West developed an Interactive Voice Response (IVR) solution that would “front-end” all calls, including the company's internal call centers. Callers could access FAQ information directly in the automated solution or the calls were intelligently routed to the most qualified agent to complete the transaction. The initial IVR functionality was set up and handling calls in under 24 hours. Within a matter of days additional features were brought online, including the ability to handle both English and Spanish speaking customers.





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The client also utilized an Internet-based form to enroll participants to the program, but many of the online enrollments were left incomplete. The client asked West to develop an outbound calling campaign to facilitate the completion of the enrollments or to answer any additional questions. West was able to launch a fully integrated solution within 3 days of the client's request.

As the program grew, the client turned to West's home agent solution to manage 24x7 customer support and to handle additional call types including: formulary, application status, fulfillment and other general inquiries.

#### THE RESULTS:

#### Over \$80 Million in Added Annual Revenue and a 20% Reduction in Customer Service Costs

The extraordinary flexibility and scalability of the West at Home solution, allowed West to ramp up from an initial projection of 52 agents to over 1,900 certified agents in less than 60 days. Not only was West able to bring this solution to market in an extremely tight timeframe, but the company was also able to help the client reduce their cost per call by 20%.

The West solution enabled the client to increase call capacity from an average of 10,000 calls per day to over 100,000 a day during the peak enrollment period. By maintaining a call abandonment rate of less than 1%, West was able to help the client capitalize on every opportunity. Without the West solution in place the vast majority of enrollments would have been lost and along with it, approximately \$84 million dollars in annual revenue.

West's comprehensive portfolio of contact solutions and our ability to seamlessly blend a variety of services together gave the client the ability to rapidly adapt to program changes and in many cases, enhance scripting or make program changes in less than 24 hours. As the program continues to grow, the client looks to West as a strategic partner to help them improve customer care and create additional revenue opportunities.

#### WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies, organizations and government agencies. We help our clients communicate effectively, maximize the value of their customer relationships and drive greater profitability from every interaction. Our integrated suite of customized solutions includes customer acquisition, customer care, automated voice services, public safety, conferencing, and accounts receivable management services. These solutions combined with our experienced personnel, cutting-edge technology and advanced systems make it possible for us to help companies become more successful in business.



For more information contact us at:

**800-841-9000**

or visit us at [west.com](http://west.com)