



An HCL Technologies Company

Driving Compliance and Enhancing Customer Experience Through Continuous Process Improvement

This launch is a huge success and thanks to all of you for making this as it is - we could not have done this, if it were not for C3i Solutions' hard work!

- Manager, Multi-Channel at the Biotechnology Company

The Challenge:

C3i Solutions manages 12 brands within the bio-oncology unit of a leading global biotechnology company. C3i Solutions supports chronic as well as metastatic disease states, handling over 15,000 interactions with patients throughout the US per year, 7 days per week, including inbound and outbound calls and online chat. Using very sophisticated scripts, C3i Solutions' nurses support patients by helping them understand their disease state, product and treatment plan, coaching them on lifestyle changes to enhance their quality of life, and connecting them with supporting services such as financial assistance.

This biotechnology client company utilized different script writing agencies for all 12 biologics, resulting in 12 different script layouts. This made both the client's internal legal review process, as well as C3i Solutions' script development initiatives, extremely time consuming. The lack of consistency across brands' script formats also challenged the service quality delivered by the C3i Solutions' nurse team who was supporting all 12 brands.

The Solution:

C3i Solutions initiated standardization of the script template layout across all brands to expedite the change management process and drive consistency in the quality of script delivery by the nurse team.

The project kick off included initial training of the content by the development agency which created the script to the C3i Solutions contact center operations management team. Then C3i Solutions' operations managers facilitated training with the agents to review each new script, the call flows, and the client legal compliance requirements which are driven by FDA regulation. This enabled the nurse agents to provide valuable insight prior to final script approval and live implementation.

The complexity of the scripting process and supported brands required the addition of an experienced healthcare professional. That's why C3i Solutions added an RN nurse manager to the program team. This operational change helped ensure that C3i Solutions effectively manages FDA updates, marketing updates, new data capture point requests, and logistical script edits.



The Results:

C3i Solutions synchronized the hardware sourcing, distribution and people availability. The standardized script template for all the brands resulted in a faster legal review process with less feedback and need for change. It also drove faster implementation timelines, resulting in a ~40% reduction in time to market and a 30% reduction in cost to develop and implement script changes.

In addition to this, the consistency in all scripts also drove an increase in agent compliance scores as reported by the client's third-party specialized bio-pharma consultant. Two months after the new template was implemented for all brands, C3i Solutions scored significant improvement in terms of Compliance and Customer Experience:

Compliance:

Overall Compliance reached 97% against a YTD average of 91%

- ✓ At a brand level – all brands scored 92% or higher in compliance on a requirement of 80%
- ✓ At an agent level – all agents were at 90% or better

It's the most seamless launch we've seen.

- Marketing Director



Customer Experience:

Customer Experience reached 92% against a YTD average of 87%

- ✓ At an agent level – 13 out of 16 agents scored 90% or better in customer experience skill sets



C3i Solutions, an HCL Technologies company, is a multi-channel customer engagement services provider, specializing in global, high-touch consumer, patient and end user engagement. www.c3isolutions.com