

Case Study: Speed to Market

About the client



Apria is a leading provider of integrated home healthcare products and services in the US with a huge client base of more than 1.7 million customers.

Business Requirement/ Problem Statement

- In 2011, client acquired another company in the same space. New Customer Service Branches across different locations had to be integrated with the existing 400 branches.
- All patients had to be intimated about the change, serviced without any interruption and migrated to the client CRM and Billing Systems.

Methodology



Approach

- Project Team of 30 members worked with the client to complete integration of acquired company's systems and processes
- Process mapping of the customer services and billing model
 - Created FAQs for patients to ensure integration with high CSAT
 - Remodeled statement for ease of understand and inbound call reduction
 - Volume trend analysis for revised FTE planning
- New patients/processes – SOP creation and agent training
- Sizing AR and AR reduction campaign design for acquired patient base

Tools Deployed/Used

- LEAN Sigma, Erlang, iOP™ (Intelenet Operating Platform), etc.

Impact

- Entire customer base (90k+ patients) transitioned within 3 months
- 87 new branch locations added to the billing system
- Smoothly managed average of 10% additional volumes



Goal

Client required speedy acquisition support without interruption to the existing processes