

# Case Study: Speed to Market



## About the client

Our client 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



## Goal

Client required speedy acquisition support without interruption to the existing processes

## 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.

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## 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