

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.



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