



ENHANCED FLEXIBILITY DRIVES IMPROVED CUSTOMER SATISFACTION



FAST FACTS

Client: Telehealth Provider

Industry: Healthcare

Location: USA

Services Acquired Through the Arise Platform:

- Customer Service
- Sales
- Client Support

BACKGROUND

A Telehealth provider offering virtual access to board-certified doctors and pediatricians to diagnose nonemergency issues over the phone or through a secure video on a computer or smartphone.

CLIENT CHALLENGE

With initial volumes from campaigns varying from forecast, the client looked for a strategic partner who would be flexible with handling various call types (Registration, Consultations and more) and volumes, as well as other irregularities experienced in the operations all while refining the customer experience.

By nature, handling interactions from the customers (members) of the Telehealth service required an agent that was able to handle a potentially sensitive customer with a high level of compassion while remaining in compliance with all HIPPA standards and controls

ARISE SOLUTION

Partnering with Arise afforded the client the flexibility that they required whether their call volumes were above or below expectations. Telehealth Service Partners on the Arise Platform handle both registrations and consultation screenings, which means they gather medical history, ensure registration compliance and eligibility, coordinate consultations, and schedule appointments for new and existing members.

ARISE RESULTS

Pitted against a framework of continuous improvement in the areas of customer satisfaction and service delivery, Arise excelled. Leveraging strong results-driven performance facilitation, the Service Partners embraced the client’s goals and culture as their own and successfully and consistently met or outperformed the client’s internal agents for the last year.

Customer Satisfaction Month over Month

Month	Client	Arise	Variance
Jan '18	74.00%	93.00%	19.00%
Feb '18	82.00%	89.00%	7.00%
Mar '18	84.00%	85.00%	1.00%
Apr '18	82.00%	86.00%	4.00%
May '18	83.00%	87.00%	4.00%
Jun '18	81.00%	93.00%	12.00%
Jul '18	84.00%	84.00%	0.00%
Aug '18	83.00%	90.00%	7.00%
sep '18	85.80%	87.80%	2.00%
Oct '18	86.50%	88.40%	2.50%
Nov '18	85.50%	87.30%	1.80%
Dec 18	91.00%	91.00%	0.00%



RESULTS CONTINUED

Our ability to outperform the client's internal captive agents extends to service level adherence. Their inhouse model often failed to flex and scale to the volume demand, leaving Service Partners on the Arise Platform to "pick up the slack". The Service Level achieved on the Arise Platform has exceeded the client's internal site's 23 of the last 24 months.

Finally, Arise remains a leader in flexibility. Built into the client's forecast is a sizable ramp to match predicted flu and cold seasonality, which the Arise Platform is always primed to support in a timely fashion. We've also provided the ability to flex support week over week for campaign-driven volumes ranging from 100-181% of forecasted volume, as well as "urgent" flexibility to take on over 200% of forecasted volumes when their Florida-based location went down during Hurricane Irma.

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Months Exceeded
Internal Service Levels

212%

Flex Over Forecast
During Hurricane Irma

100 – 181%

Flex over Forecast for Campaign Driven Volumes

PROACTIVELY DRIVING TOMORROW'S SUCCESSES

Understanding our client's business, members and call drivers gave us very real ways we could plan for success when volumes flux.

We are in the process of building an internal review cadence of NOAA, CDC and AMA sites to identify and prepare for emerging trends, "health crises" and other situations that may change call volumes, types or distributions.

The ability to proactively refine capacity and skillsets to match incoming member needs can only further increase customer satisfaction and reduce costs for our clients.

Leaders in flexibility, leaders in performance, Arise has the prescription for success.