



Success Story:
Healthcare

Liberty Medical





Liberty Medical
USA
www.libertymedical.com

Industry Healthcare
Number of Agents over 900,000
Call Volume..... 2.6 million a month

An estimated 21 million Americans suffer from diabetes and the national diabetes rate is three times what it was in 1975. Liberty Medical provides essential healthcare services, support and information to thousands of Americans who live with diabetes everyday. The company provides diabetes patients with free home-delivery of diabetes testing devices and prescription medications, and it also handles all of its customers' Medicare and private insurance billing paperwork. Patients use the testing devices and medications to monitor their conditions and avoid complications. Since 2003, Liberty's patient rolls have increased 62 percent, growing from around 500,000 to over 900,000 today.

Liberty attracts patients with its promise of home delivery and billing convenience, but Liberty keeps its customers through regular personal contact. The company employs a "high-touch" communications model that requires its 1,000 contact center agents to speak with each of Liberty's customers at least four times a year.

Liberty has differentiated itself with exceptional customer service, providing information and support that goes far beyond sending products to patients. In addition, Liberty Medical stays in constant contact with its patients' doctors and insurance companies to ensure that patients receive the proper supplies and that insurance coverage remains constant. Because of this regular contact and additional support, Liberty Medical patients follow their doctors' orders at twice the rate of the national average.

"We strive to provide service beyond the simple packing and shipping of products to our patients," said John Hegner, vice president of technology services for Liberty Medical. "Reminding patients to reorder supplies and medications, and encouraging them to follow their doctors' instructions distinguishes us from the competition."

It was Liberty's determination to preserve this level of service as patient enrollment rapidly increased, that led it to enhance its contact center operations.



Results

- Executed 2 million outbound and 600,000 inbound calls per month in a blended environment that increased agent utilization and reduced inbound hold times
- Delivered screen pops of customer data to 1,000 agent desktops, improving inbound customer service and outbound sales call performance
- Transformed four discrete call centers with irregular utilization rates into a single virtual center that balances workloads, improves efficiency and lowers costs
- Cut call abandonment rate and improved customer satisfaction with Genesys Virtual Hold

“Our goal is to employ cost-effective techniques to provide better service as we grow our volume,” said Hegner. “New technologies help us continue to improve customer service and customer retention.”



Challenges

In 2002, as Liberty Medical’s television advertising campaign generated increased interest in the company’s services, new patient enrolment climbed to thousands a month creating increased outbound call volume. It was outbound calling in particular that was affecting the company’s systems, because the addition of each new Liberty customer necessitated calls to the patient’s doctor and insurance provider to confirm patient needs and coverage, and then another call to the new customer to initiate service. As demographic trends predicted a huge and growing market for the company’s diabetes services, it became apparent that Liberty’s contact center technology had to be scalable.

“The number of outbound calls we need to make each day grows with the number of patients we service,” said Hegner. “The legacy auto dialler we had in place was constraining our growth.”

Liberty’s previous outbound calling infrastructure could not support inbound/outbound call blending and could not integrate with Liberty’s homegrown CRM system. Another challenge lay in Liberty’s dispersed call center workforce, including one site in Virginia and three in Florida. Each location had its own Avaya switch and worked independently of the others. Duplicate agent queues, arranged by skills, were found in each location. Because it was impossible to spread call volumes evenly across the agent workforce, some sites were busy while others were idle.

It was clear that the architecture that worked well at low call volumes could not keep pace as Liberty’s business grew. Without automatic blending of inbound/outbound calls, supervisors had to constantly monitor call volumes and agent

“Genesys software is a major factor in how we operate our call centers effectively and efficiently. The advanced call routing capabilities available through Genesys help us deliver the level of service we do with the staffing level we have today.”

John Hegner
Vice President of Technology Services,
Liberty Medical

states to manually switch agents from one status to another – inbound or outbound – to match demand. The lack of CRM integration also undermined efficiency and customer service. Agents had no advance information about a caller’s identity or profile, and all customer interactions began with callers identifying themselves and agents accessing records.

In addition, limited call routing abilities often directed inbound callers to the wrong agent groups. For example, Liberty television commercials prompted prospective customers to call, as well as existing customers who were reminded of questions they wanted to ask. Calls from existing customers were frequently routed to agent queues reserved for new customer acquisition, and these customers then had to be rerouted to customer service agents.

For a business that supplies chronically ill people with critical medical supplies, monitors the use of those supplies, and provides reminders to re-order devices, the call center problems were intolerable. Liberty needed a system that could handle massive outbound calling volumes, blend inbound and outbound calls, integrate with its existing

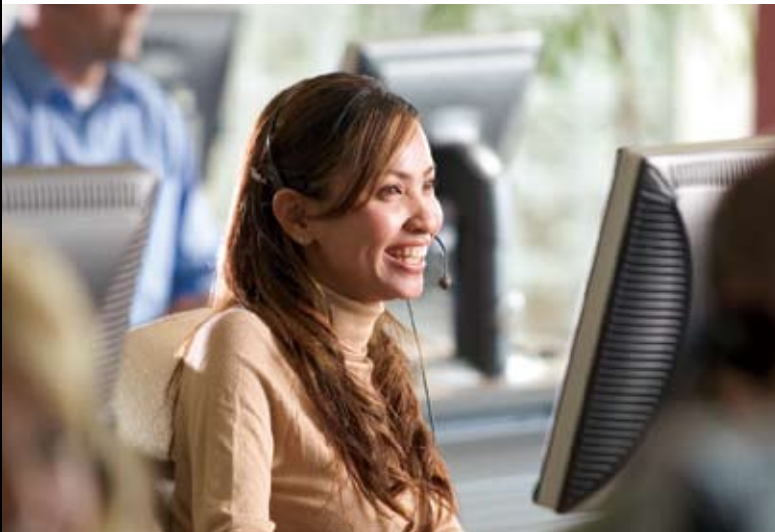
switches and home-grown CRM, and unify its agent workforce so inbound and outbound calls could be routed to the best available agent at any contact center location.

Solutions

Liberty considered offerings from several vendors, but chose Genesys for the strength of its outbound dialler and for the full-range of its contact center software suite, which Liberty has come to rely on greatly over the years. Today, Liberty uses Genesys to manage 2 million outbound calls and 600,000 inbound calls every month.

“Genesys Outbound Voice has no capacity limits, except for the number of trunk lines available,” said Hegner. “We also wanted to integrate call handling and routing into our CRM applications. Genesys software solutions are ideal for this purpose.”

Liberty took advantage of a number of Genesys solutions to transform its contact center operations, improve service, manage growth, and control costs. The company imple-



Liberty Medical effectively manages 2 million outbound and over 500,000 inbound calls each month with improved agent utilization and reduced hold times. With Genesys Virtual Hold, call abandonment rates have dropped while customer satisfaction has increased.

mented Genesys T-server technology to link the switches at its four contact center locations in Florida and Virginia. This Tserver technology has transformed these separate sites into a single virtual center, ending unbalanced workloads and allowing Liberty to tap its entire workforce to deliver customer service.

To further enhance agent productivity, the Liberty CRM system was integrated with the Genesys Customer Interaction Management Platform. The integration allows the Genesys platform plus Inbound Voice to deliver calls – and screen-pops of customer data – directly to agent desktops.

“Because Genesys performs a database lookup on the caller, agents have information that lets them think about customer service before they say hello,” said Hegner. “This has vastly improved the customer experience and agent productivity.”

Screen-pops also benefit agents making outbound calls. Liberty’s CRM system generates call lists and sends them to Genesys Outbound Voice for routing to agents. Genesys executes Liberty business rules that define which agent

groups make which calls, and then Genesys sends agents screen-pops of call information. To ensure that outbound calls result in instant connections, Liberty employs Genesys Progressive dialling. Genesys first reserves an agent for the call and only then dials the customer.

“We take advantage of Genesys’ ability to blend inbound and outbound calls,” said Hegner. “It is very effective. On busy days when inbound callers face long hold times, Genesys sends inbound calls and screen-pops to outbound agents to keep wait times brief.”

Liberty added another customer service improvement with Virtual Hold for Genesys, which also addresses the problem of hold times for inbound callers. With Virtual Hold, callers can hang up without losing their place in the queue. When a Liberty agent reaches the customer’s place in line, Virtual Hold automatically calls the customer and connects her with an agent.

Liberty also implemented Genesys Voice Platform for its Liberty Medical Supply Pharmacy (LMSP) business. Genesys

“With Genesys, we are able to handle greater call volumes without proportional increases in staffing, and we can offer our patients improved service,” said Hegner. “Genesys has helped us grow our business.”

John Hegner
Vice President of Technology Services,
Liberty Medical

Voice Platform lets callers reorder medications in an automated environment. Customers speak prescription numbers to the Genesys Voice Platform and their orders are refilled without agent help. Finally, to measure productivity, wait times, call durations, agent availability and other metrics for both inbound and outbound calling, Liberty uses Genesys CC Pulse+, CC Analyzer, and Call Concentrator. Liberty also implemented High Availability to provide fail-over to prevent system outage.

Results

Liberty’s contact center operation is at the heart of its business. Its “high-touch” service model emphasizes agent time spent on the phone with customers and prospective customers, and this model drives Liberty’s growth. In its 2006 annual report, Liberty attributed customer loyalty to the “direct day-to-day interactions between patients and the members of our team.” Those important interactions are managed by Genesys.

“Genesys software is a major factor in how we operate our call centers effectively and efficiently. The advanced call routing capabilities available through Genesys help us deliver the level of service we do with the staffing level we have today.”

While holding the line on costs, Genesys has also been able to improve Liberty’s customer service. With Genesys inbound/outbound call blending, Liberty is able to implement business rules that keep inbound wait times to a minimum. If the Genesys system detects that hold times exceed an established level, it takes agents off of out-bound calls to handle inbound. Inbound callers are greeted by prompts generated by the switch. After selecting billing or other category, Genesys routes them to the proper agent group.

“When we started using call blending, we thought it would confuse agents because they would receive calls that could be inbound or outbound – agents wouldn’t know which until they saw the screen-pop. But they had no problem

Genesys helps
the world's leading
companies to...



Stop Customer
Frustration



Drive Contact Center
Efficiency



Accelerate
Business Innovation

adjusting to this, and the result has been improved productivity and reduced wait times for our patients.”

Virtual Hold for Genesys delivers the same productivity and service benefits. During peak calling periods, 20 percent of Liberty customers take advantage of the Genesys system to avoid holding and instead receive a call when their place in the queue has been reached. The product has reduced abandoned calls and the subsequent reattempts, reducing call volumes and associated costs.

“With Genesys, we are able to handle greater call volumes without proportional increases in staffing, and we can offer our patients improved service,” said Hegner. “Genesys has helped us grow our business.”

For the future, Liberty is considering a variety of new Genesys solutions to its operations. It is now testing the Genesys Web Chat solution, which allows Web site visitors initiate a chat with Liberty agents, and it will also extend the use of Virtual Hold so that patients who call the

company on weekends can choose to be called back during business hours. In addition, Liberty is interested in VoIP telephone solutions and the Genesys SIP Server application, which manages contact center interactions over an IP network.

“We are looking at customer self-service offerings that let our patients interact with Liberty through whatever interface is best for them,” said Hegner.



Solutions

- **Genesys Outbound Voice** gathers customer data from host systems or corporate databases, places outbound calls, and connects calls to agents.
- **Genesys Inbound Voice** manages all incoming calls and delivers callers to the right agent.
- **Virtual Hold for Genesys** saves a customer's place in line with a virtual placeholder and calls them back when it's their turn to speak with an agent.

4 of the 5 world's largest healthcare companies answer the call with Genesys

7 of the 15 world's largest pharmaceuticals companies answer the call with Genesys

4 of the 5 world's largest insurance and managed care companies answer the call with Genesys

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information visit: www.genesyslab.com, or call +1 888 GENESYS or 1-650-466-1100.

Americas

Corporate Headquarters

Genesys
2001 Junipero Serra Blvd.
Daly City, CA 94014
USA

Tel: +1 650 466 1100
Fax: +1 650 466 1260
E-mail: info@genesyslab.com
www.genesyslab.com

Europe, Middle East, Africa

EMEA Headquarters

Genesys House
Frimley Business Park
Frimley
Camberley
Surrey GU16 7SG
United Kingdom

Tel: +44 1276 45 7000
Fax: +44 1276 45 7001

Asia Pacific

APAC Headquarters

Genesys Laboratories
Australasia Pty Ltd
Level 17, 124 Walker Street
North Sydney NSW 2060
Australia

Tel: +61 2 9463 8500
www.genesyslab.com