



CASE STUDY

Healthcare Industry Entertainment Systems Provider
Seamlessly Transitions Customer Care to Advantage
Communications with Perfect Brand Continuity



Advantage
communications

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A LEADING PROVIDER OF INTERACTIVE PATIENT ENTERTAINMENT SYSTEMS IN CANADA.

ENTERTAINMENT TECHNOLOGY INDUSTRY

- TV and phone rental management services for healthcare centres
- Leader in Canadian healthcare market, serving more than 50,000 customers in over 300 healthcare locations

GOALS

- Maintain brand identity, serving customers with empathy and patience
- Improve cost-efficiency, ease of transaction and speed of service
- Establish a partnership with an outsourced business solutions company who can provide a high-level of expertise

APPROACH

- Collaborative, staggered approach to on-boarding to ease transition from in-house operation to outsourcing
- Cost-efficient model with ability to scale
- Customized Client Culture training to ensure brand alignment and achieve specific service requirements

RESULTS

- Uninterrupted service during transition
- Continuity of company's brand with improvements in quality of service
- Significant reduction in customer service costs

SERVING CLIENTS WITH EMPATHY AND CARE

Over 50,000 healthcare patients across Canada rely on this company for their bedside entertainment and communication services. With a large majority of clients dealing with an illness or caring for a loved one, empathy and patience in customer care is not an added value; it's a necessity.



The company is appreciated by its clients for dramatically increasing patient satisfaction during their stay at a hospital or other healthcare facility. When the need to outsource became clear, the company searched for a call centre partner they could trust to care for their vulnerable clientele. By partnering with Advantage Communications, they were able to significantly reduce their customer service budget. ACI agents immediately adopted the company's culture and improved the level of service quality received by their customers.

A PARTNER WITH INTEGRITY AND EXPERTISE

For six years, the company had provided help desk and technical support to their customers from their in-house call centre. As call volume increased and the internal systems evolved, the gaps in customer service were widening. They had a decision to make: to invest in their in-house operation, or to hand their customers over to a third party.

Cost control was key as they were already losing revenue with the drop in service quality delivered by their in-house operation. Advantage Communications uncovered the company's existing inefficiencies and provided them with the most cost-efficient solution in the market. It was a collaborative approach to creating a custom solution that aligned with their needs and culture.



"When other outsourced customer service providers were trying to fit us in a box, Advantage Communications was flexible. Their executive team worked directly with us, consulting on how to manage risk and overcome roadblocks during the transition period."

"Honesty is the core value of Advantage Communications. They have a willingness to look for solutions and not just try to bill us more,"

CEO, Healthcare Industry Entertainment Systems Provider



THE STRATEGIC TRANSITION FROM IN-HOUSE TO OUTSOURCED

Advantage Communications' Customer Support Solution achieves a consistent service level of 70% of calls will be answered within 30 seconds. The program has the ability to scale during times of growth and seasonal spikes in call volume.

A staggered approach to on-boarding was used to transfer responsibility from the existing call centre over to ACI. The company was able to leverage their in-house agents as needed during the transition period thanks to Advantage Communications' Senior Leadership team who consulted on how best to close down the call centre without any service interruptions while ACI agents were being trained. This expertise allowed the company to transition into the more cost-efficient and effective operation at ACI almost immediately.

MAXIMIZING SERVICE QUALITY THROUGH CULTURE ALIGNMENT

All agents were immersed in the company's culture right from the start of training using a customized Client Culture module developed by ACI's Training and Quality Manager Janis Ancic. Janis is a Certified Life and Business Coach with 15 years' experience in customer service and culture integration.

The company customers are served by true ambassadors for their brand. Through weekly calibration calls, ACI ensures that service is consistently aligned with the company's core values and quality services expectations.

CONTACT

www.advantagecall.com
sales@advantagecall.com
1-800-296-4022