

Quality Contact Solutions provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.

CASE STUDY

Inbound Customer Service & Lead Generation

Increased customer service team to more than 30 members and generated more than \$3 million in sales revenue

THE COMPANY

Our client is an American pharmacy benefit manager and health care provider. It is a subsidiary of a top leader in the healthcare insurance industry since 2011. It was formed by the company merging its existing pharmacy and care delivery services.

Quality Contact Solutions supported the client through inbound customer service (sales, general inquiry, and customer retention), lead generation, tier 1 tech support, and email.

THE GOALS

The client had 2 primary goals:

01

Increase ability to handle call volume within current service level expectations

02

Work within a reduced budget that no longer allowed the client to keep its customer service team internal



THE SOLUTION

Some of the critical components of our client's inbound customer service and lead generation program:

- Implemented a new interactive voice response system to direct incoming calls
- Set up carrier redundancy to eliminate downtime
- Offered a PCI Level 1, SOC 2 Type 2 and HIPAA certified environment to handle calls
- Provided skills-based routing, which allows the calls to be directed to specifically trained individuals
- Implemented a warm transfer option when Quality Contact Solutions needed to transfer to the client's internal team
- Provided detailed reporting of all daily KPI and SL metrics
- Set up a quality assurance scoring and monitoring system to evaluate quality calls, including weekly client calibration sessions
- Provided a workforce management team to ensure the right number of agents were actively taking calls at the right time to meet consistent service level goals
- Implemented a ticketing system to ensure all customer service issues were meeting turnaround time goals

THE RESULTS

30+

team members handling customer service

84%

of calls answered in less than 30 seconds

38%+

average retention for products customers were going to return

\$3 million

in sales revenue the last 2 years





Our client works with local communities to remove barriers and provide equal access to quality care.

Quality Contact Solutions is happy to support clients' missions and act as a seamless extension of their teams. We are experts at helping create a staffing plan and forecast to ensure your calls are handled with minimum wait time and maximum customer experience.



A LITTLE ABOUT US...

Industry experts

We have a team of experts with specific expertise in various disciplines of the telemarketing industry. Each team member strives to give our clients the best possible experience.

Winning culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

We make it easy

We work with our clients to own the entire process, so they don't have to. That means we build it, we call it, we manage it, we report on it, and we make it successful.

Proven experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

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