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Arriva Medical

Presence Suite helps Arriva Medical Triple their Contact Center Productivity

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Industry:	Health
Key Facts for Success:	• All-in-One concept • Fast implementation • An easy end user interface • Flexible Open platform

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Client profile

Arriva Medical is a mail-order, medical supplier based in Coral Springs, FL. The company serves thousands of people with chronic health conditions throughout the United States, and prides itself on making life easier for its customers. Arriva provides free home delivery, saving its customers regular trips to the local pharmacy. They bill each customer's insurance company directly, simplifying the reimbursement process. And, they work directly with each customer's physician, obtaining a prescription and all necessary paperwork required by each insurance compay.

Arriva Medical needed a Contact Center Platform to support its responsive philosophy. After a rigorous selection process, they selected Presence Opengate. There were four key factors for the decision makers:

- All-in-One concept
- Fast implementation
- An easy end user interface
- Flexible Open platform

Previously, in 2000, the founders of Arriva Medical opened a similar company, but did not have a phone dialer or an ACD system that provided the tools and efficiencies that Presence provides. Although the company grew quickly, the amount of resources required grew quickly as well. Today, the founders have grown Arriva Medical three times faster than they did their previous company, with less resources and controlling costs by using innovation, development and integration with Presence Technology

After Presence Implementation

Before Presence

300

200

100

Calls per Agents
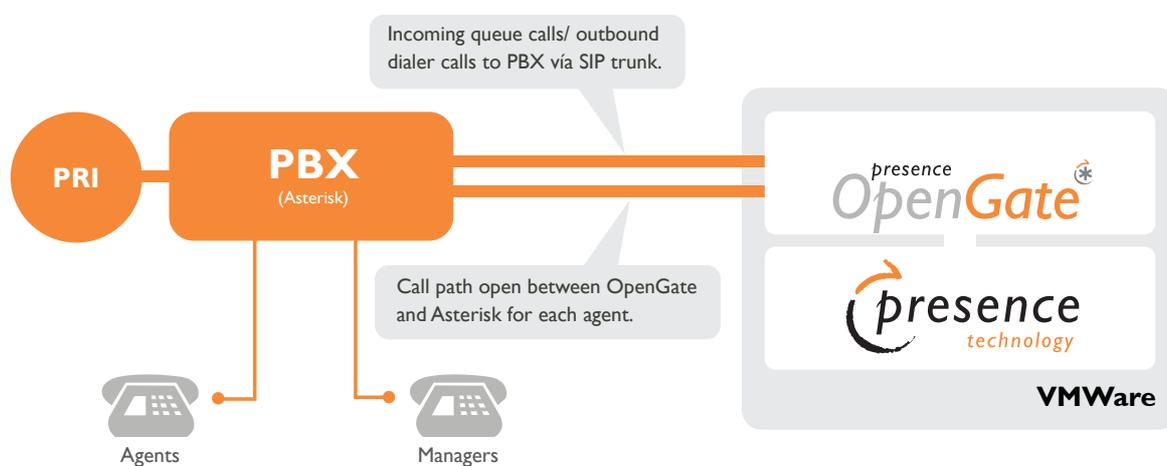
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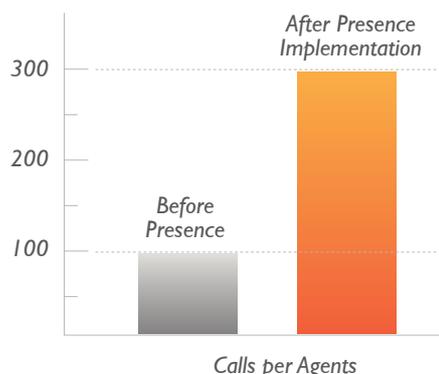
Arriva Medical's Needs

From inception, Arriva Medical's business model has required a robust Contact Center Platform to efficiently manage multiple call campaigns. A team of agents contact prospects who have responded to advertisements, offering to simplify the fulfillment of their medical supply needs.

Another team of agents contact physicians to obtain prescriptions and related documentation.

Subsequently, another team of agents call customers for reorders and to up-sell additional medical products. There are also agents dedicated to incoming calls and providing customer service.

Through this convenient service, customers regularly receive their medical supplies at home without having to worry about going to the local pharmacy or receiving reimbursement from their insurance companies.

Arriva Medical Implementation Architecture

Incoming queue calls/ outbound dialer calls to PBX vía SIP trunk.

PRI

PBX
(Asterisk)

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OpenGate

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VMWare

Call path open between OpenGate and Asterisk for each agent.

Agents

Managers

Presence Implementation

"It is always tough to set goals and manage agents' productivity without the proper tools. Before the Presence implementation, we expected our sales agents to manually dial over 200 calls a day, but we didn't have the proper reporting tools to evaluate their performance. We could not effectively measure their productivity," explains Miguel Martinez.

"In addition, before we implemented progressive dialing, our call center agents had to listen to unanswered phone calls, busy signals or calls routed to answering machines. As a result of

implementing Presence progressive dialing, *agents only speak to real people answering the phone and the contacts per hour increased significantly*," says Martinez.

"One of our teams call physicians' offices, and we used to expect the agents to call 80 doctors per day. After Presence was installed, the goal became 100, and many agents regularly surpassed this goal. By prioritizing which physicians we call first, we are able to make calls more productive."

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Miguel Martinez gives an example of their '**biggest challenge**': "with our limited resources, how would we call nearly 2,400 customers for reorders during the month of September? **We were ready to hire more people. Instead, we implemented progressive dialing and beat the reorder goal, several days before the end**

of the month and without hiring additional resources. We have also assigned multiple agent ID's to some of our agents. Now, depending on where we need the resource, they can login to Presence and handle different campaigns at a moment's notice."

Some Technical advantages

Miguel Martínez explains the technical advantages the company gains through implementing Presence technology. "**Because Presence has an open database, using the Presence ActiveX and API components, we are able to query the data and integrate it with our business applications.** With Preview and Progressive campaigns, we implemented the ActiveX controls to get a pop-up screen within our CRM application. This allows our agents to flow right into the conversation with the customer without having to wait for the application to search for information."

"In addition to the tools available within Presence Supervisor module, we use our own tools to query and monitor progress and status. The Presence admin and supervisor tools are very easy to work with; helping supervisors to manage their agents by providing relevant data and metrics. With the API tools, we are able to insert a new record into a campaign and prioritize it at the top of the list making it our next call. In our business, the sooner we call, the higher the conversion rate. **80% of our conversions are on the first contact. Without the Presence Platform, it was impossible to prioritize and automate call campaigns.**

" 80% of our conversions are on the first contact. Without the Presence Platform, it was impossible to automate calling new leads first.

Results

According to Miguel Martinez, thanks to Presence Suite, Arriva **met its 'new customer' goal in 2009 using 25% fewer resources.** "If we average 100 calls per agent and get a 30% connection rate that would be 30 calls per agent per day.

With the dialer making 300 calls per agent, we have tripled the contact rate. So, with Presence we use fewer resources for more conversions," says Martinez.

Presence Technology at Arriva Medical

Presence Voice Inbound

manages the incoming call flow.

Presence Voice Outbound

provides a flexible outbound dialing platform that emphasizes operational efficiency and empowers business users to adapt to changing requirements.

Presence Recording

totally integrated with Presence Suite, allows telephone conversation recording using two different methods: Following a pre-established plan and upon an agent's request.

Presence Screen Recording

this is performed simultaneously with the voice recording, which allows playing the recorded screen output and the call audio at the same time.

Presence Intelligent Routing

allows business strategies based on intelligent routing of contacts that come into a Call Center over any channel

Presence IVR

integrated with Presence Intelligent Routing to make the most of the existing synergies between the routing strategies and the business rules in the companies.

Presence Scripting

is a powerful visual tool, focused on script development for telemarketing services, product sales and data collection. The tool provides the Supervisor total independence.