



CASE STUDY: HEALTHCARE COMPANY

INDUSTRY

Healthcare / Pharma

COMPANY BACKGROUND

One of the world's top healthcare companies, responsible for developing breakthrough healthcare products that advance patient care through leading pharmaceuticals and medical products, including diagnostics, medical devices, and nutritionals. The organization is supported by more than 60,000 employees in 130 countries around the world.

KEY OBJECTIVE

Effectively structure and manage a new call center operation for a division within the organization



CLIENT CHALLENGES

- Needed an effective method for determining proper staffing for a start-up operation that had been experiencing growing pains since its launch six months prior
- Additional training to enhance call center management expertise
- Help identifying, quantifying, and blending off-phone workload with calls



ICMI SOLUTIONS

- Developed a staffing model and trained call center management on effective planning methodology, which resulted in more accurate forecasting and scheduling
- Conducted a private seminar to increase call center management's overall knowledge and skills in planning and call center dynamics
- Recommended a process to centralize workload coordination in order to effectively meet off-phone work turnaround time and inbound call service level goals