

**icmi callcenter**  
demo & conference

Dallas, TX  
October 11-13, 2011



**Proactive Outbound Service –  
Engage Your Customers!**

Mary Cook  
Director, Call Center and Customer Experience Practice  
Varolli Corporation

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Agenda

- What are Proactive Communications?
- Why Should I be Using Them?
- How to Identify Conversations Ripe for Automation
- Business Case Behind Proactive Communications

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**Proactive Communications**

Audio Demonstration

**Healthcare Rx Management**

Golden Voices -vs- Text-to-speech

See of Names: Greeting - GV	▶ PLAY
See of Names: Greeting - TTS	▶ PLAY
See of Drugs: Prescription Refill - GV	▶ PLAY
See of Drugs: Prescription Refill - TTS	▶ PLAY
Custom Lbl: Disease State - GV	▶ PLAY
Custom Lbl: Disease State - TTS	▶ PLAY
Custom Lbl: Hospital/Medical Center - GV	▶ PLAY
Custom Lbl: Hospital/Medical Center - TTS	▶ PLAY

Adherence Outreach   Adherence Monitoring   Utilization Management   Mail Order Management   **Varolli vs TTS**

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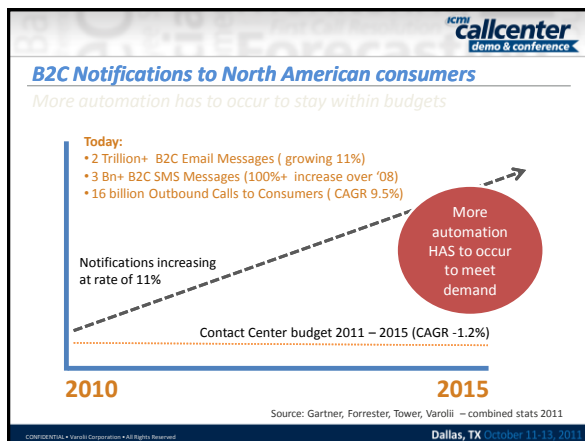
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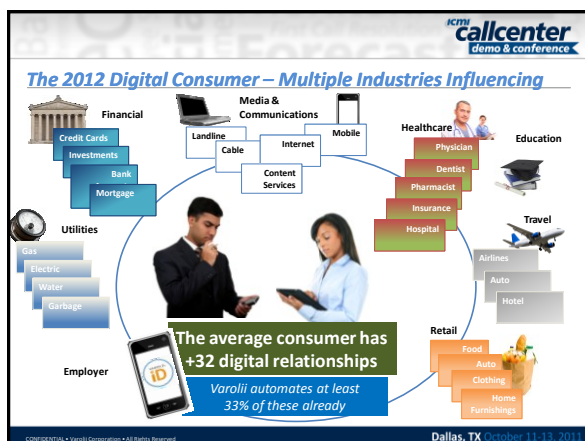
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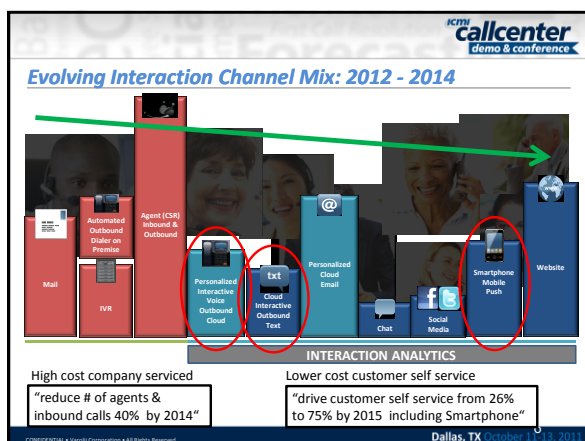
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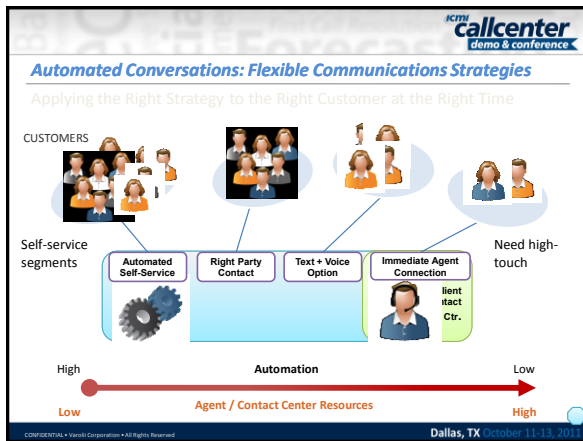
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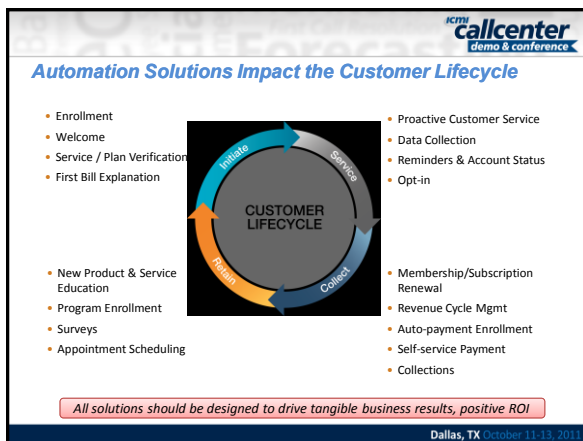
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### Customer Service

**What's For:**  
Improves customer service, deflects inbound calls, provides for customer self-service, creates efficiencies

**Example**

**Customer Service Product Suite**

Customer Service Solutions					
Fraud	Survey	Appointment Scheduling	Overdraft Notice	Invalid Shipping	Account Credited
Credit Card Reach Limit / Acct. Status	Dispute Status	401k Rollover	Billing changes	Flight Cancellation	Delivery Notice
Issue resolution	Loan Status	Forms Status	Trouble Ticket / Porting Status	Itinerary Change	Invalid Billing
Order Status / Confirmation	Order Status	Balance Transfers	Budget Billing	Schedule Change	Back Order Status
Balance Transfer	Missing Information / Acct. Processing	401k Rollover	Curtailment / Demand Response	Arrival / Departure Delay	Special Delivery Instructions
Credit Line Increase	Insurance Claims Scheduling	Price Change	Outage / Service Restoration	Gate Change	Return Status
Policy / Acct Changes	FTC Back Order Compliance	Appointment Reminder	Upgrade	Express Check-in	Departure Reminder

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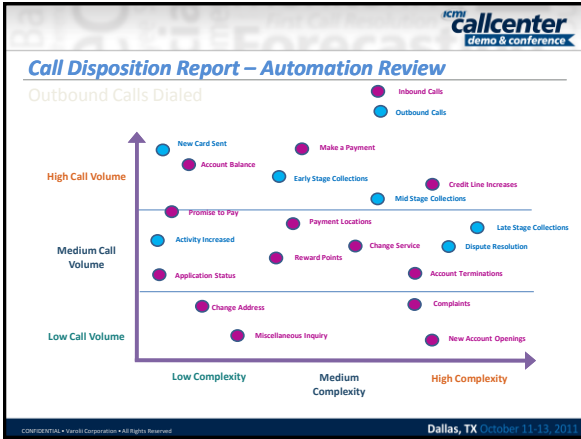
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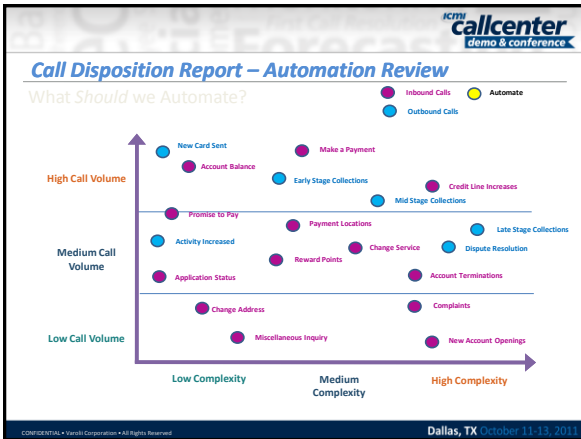
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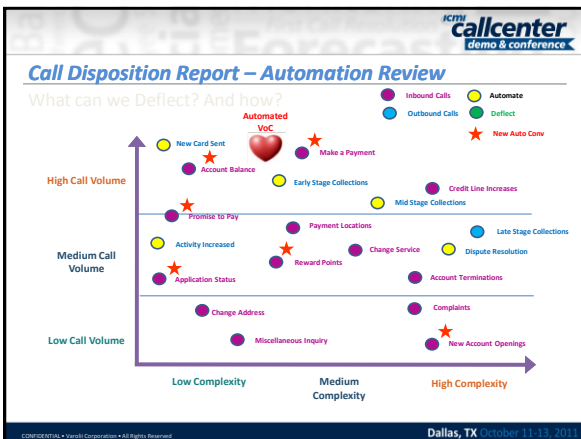
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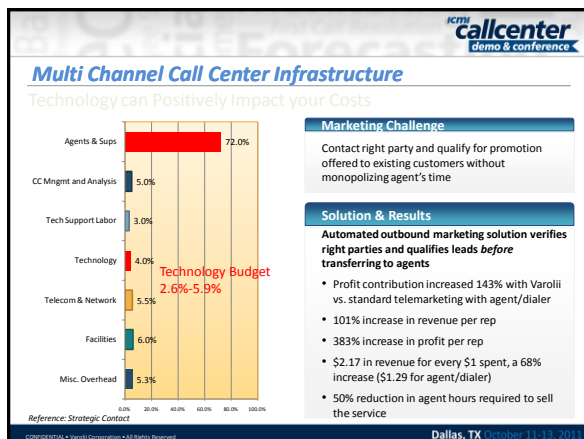
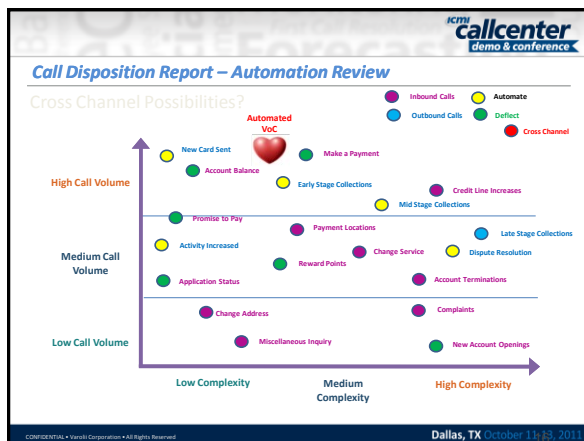
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#### Marketing Challenge

Contact right party and qualify for promotion offered to existing customers without monopolizing agent's time

#### Solution & Results

Automated outbound marketing solution verifies right parties and qualifies leads before transferring to agents

- Profit contribution increased 143% with Varolli vs. standard telemarketing with agent/dialer
- 101% increase in revenue per rep
- 383% increase in profit per rep
- \$2.17 in revenue for every \$1 spent, a 68% increase (\$1.29 for agent/dialer)
- 50% reduction in agent hours required to sell the service

### Channel Optimization

Addressing the Call Center Business Pains

- How can we reduce operating expenses?**
  - Agent compression
    - Inbound call deflection
    - Reduction in outbound calls
    - Channel swapping
- How can we add incremental business value...build our brand?**
  - Increase customers (acquisition)
  - Reduce customer churn (retention)
  - Increase dollars collected (collections)
- How can we enhance our customer experience?**
  - Cross channel communications - mobility
  - Improved reach rates

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**Automation Business Case Drivers**

Data inputs

Reduce Operating Expenses	Increase Business Value & Customer Experience	Costs
<ul style="list-style-type: none"> <li>Inbound Call Deflection</li> <li>Agent &amp; Predictive Dialer</li> <li>Agent Dialing</li> <li>Mail Replacement</li> <li>Existing Automation</li> <li>New Messaging</li> </ul>	<ul style="list-style-type: none"> <li>Collections</li> <li>Decrease in Breakage Rates</li> <li>Increase in Acquisition Rate</li> <li>Cross Channel Options</li> </ul>	<ul style="list-style-type: none"> <li>Costs for process to implement the technology</li> <li>Cost for technology</li> <li>Maintenance costs</li> </ul>

- Is it going to save me money?
- Is it going to help increase my customer experience?
- Does it make me sticky?

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**Automation ROI**

Varolli Interaction Automation - Operational Savings

	Current State	Future State
DIRECT Inbound Calls (Current Inbound vs. Future Deflected)	\$221,138	\$141,248
Mail Treatment Cost	\$250,000	\$33,273
Predictive Dialer / Agent	\$60,205	\$8,528
Agent Manually Dialing	\$153,301	\$12,501
Other Automation / Blaster	\$4,500	\$1,898
Net New Messaging		\$3,073
TCO Varolli Monthly Cost (Invoice)		\$278,185
<b>Total Monthly Cost</b>	<b>\$689,143</b>	<b>\$478,705</b>
<b>Monthly Savings</b>		<b>\$210,438</b>
<b>ROI</b>		<b>44%</b>
<b>Annual Total Cost</b>	<b>\$8,269,720</b>	<b>\$5,744,466</b>
<b>Annual Savings</b>		<b>\$2,525,255</b>

**AGENT COMPRESSION**

Current State: 122      Future State: 53

**Total Annual Cost (Millions)**

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**Customer Service Solutions**

Major Airline Case Study

**Challenges**

- Reaching passengers quickly immediately in the event of flight delays and cancellations
- Enabling passengers to self-serve without tying up internal resources

**Solution & Results**

Implement Outbound Automated Customer Service applications that notify thousands of Delta Air Lines passengers of flight status with options to self-serve within minutes

- Improved customer service rating (rated highest among airlines by Wall Street Journal)
- Gained efficiency: less agents required to notify and re-book passengers
- Increased ticket sales: agents are able to focus more on ticket sales
- Higher customer convenience: passengers re-book before arriving at the airport

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## Loyalty Applications

### Communications Company Case Study


#### Challenges

Leading carrier wanted to improve pre-paid customer retention without creating extra work for agents and allowing customers to easily replenish their accounts.

#### Solution & Results

Automatically remind and allow customers to replenish minutes and avoid losing their phone number.

- \$1 investment in Varolii yields \$18 in revenue
- Every 10,000 accounts contacted generates \$50,000 additional revenue
- Positive ROI realized within the first 3,000 accounts contacted



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## Case Study: 50% enrollment increase


### ActiveHealth: 19 million covered lives

#### Challenges

- Enroll more members in programs
- Improve productivity
- High quality member experience

#### Solution and Results

- *Progressive Engagement: Automated welcome and follow up calls, appointment reminders, agent transfers, LOCATE*
- 50% increase in program enrollment
- 70% success in obtaining correct numbers with Varolii Locate
- Improved productivity
- More effective use of engagement specialists



“The rate of engagement far exceeded our expectations and we expect to revamp our entire process based on the success of this initial outreach.”

— Anne Polese  
Executive Vice President of Clinical Operations

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## Case Study: Decreased costs, impressive outcomes


### Healthways: 38 million covered lives

#### Challenges

- CMS Medicare Health Support Pilot Program
- Cost-effective intervention to reduce incidence of Stroke/MI
- Timely monitoring of blood pressure and medication adherence
- Acceptance of automated communications by elderly patients

#### Solution and Results

- *Automated interactive BP surveys, identity verification, informational messages, business rules for agent transfer or survey follow up*
- 54% of participation patients received a change to or an additional prescription for BP medication
- Cost effective — the cost per BP reading was approximately 10% of the cost of using a live agent
- No difference in outcomes between nurse-treated and Varolii-treated cohorts



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**Thank You**



Thank you for attending this session. Please complete your session evaluation form.

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