

# inovo

## Case Study

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"While the technology of INOVO is truly world-class, the differentiator has been the way that the company has assisted us to solve our business problems. It is not only about software and services but demonstrating a measurable return for our business that has helped set INOVO apart."

**Ebrahim Adams** - Contact Centre project manager at Lancet Laboratories

## Case Study - Lancet Laboratories

### Improve Collections

Using INOVO's solutions, Lancet Laboratories has been able to not only increase the productivity of its call centre agents but also increase its monthly collections by more than 200%.

### Lancet Laboratories - Client Profile

Lancet Laboratories is one of the leading pathology laboratories operating throughout Africa, providing vital diagnostic and monitoring pathology services in South Africa, Botswana, Ghana, Kenya, Mozambique, Nigeria, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe.

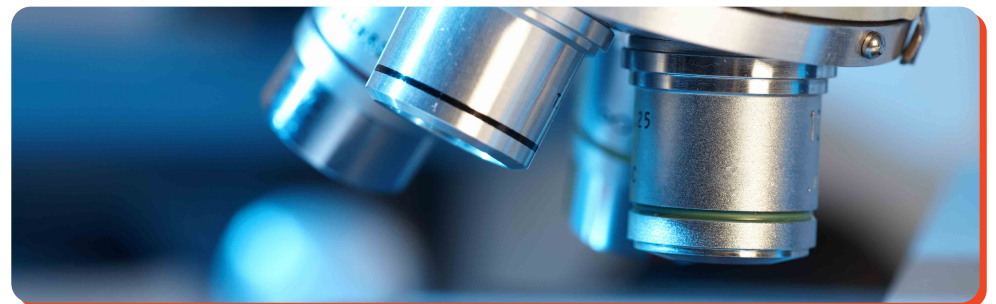
Committed to providing diagnostic excellence, Lancet Laboratories is SANAS (South African National Accreditation System) accredited, adhering to international criteria set out according to ISO Standard 15189.

Lancet operates in the private healthcare environment and offers specialist pathology services for the corporate, insurance, and mining sectors. It processes up to 1.8 million tests per month and offers an extensive range of pathology services, from sophisticated molecular and cytogenetic investigations to advanced chemical analyses.

Lancet is owned as a traditional medical partnership, where pathologists provide a professional diagnostic pathology service and are also shareholders in the business. More than eighty specialist pathologists, each with their area of expertise, lead the service, not only to ensure the quality and validity of investigations, but also to offer consultative services to physicians, managed healthcare institutions, the occupational health environment and the insurance and industry sectors.

### The scenario before INOVO's solution

- On average, the call centre staff of Lancet Laboratories had to manually dial thousands of customers a week.
- A large portion of these calls have been focused on debt collection.
- Given the amount of work that the call centre agents need to get through, it was not feasible to remain on the existing system that was very manually-focused.
- In essence, Lancet Laboratories had outgrown the systems it had in



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place and needed to change the approach taken in its contact centre environment.

- The organisation wanted to centralise on one system that could evolve as its requirements changed.
- A big concern was also the 120 days that were outsourced to debt collectors as it not only slowed down its internal processes but was also a costly exercise.
- It spent a vast amount a month on ITC letters, the outsourced debt collector, and the costs associated to the commissions.
- Lancet Laboratories had a vision to focus on getting its high priority customers to pay within seven days in order for the debt book not to be outsourced.

### The INOVO solution

INOVO's solutions allow for the design and automation of intelligent collection processes and strategies driven by analytics, business intelligence and customer intelligence, thereby revolutionising the

effectiveness of traditional collection and communication systems such as automated dialers.

Lancet and INOVO focused on combining strategy (contact or collection strategies), human capital (people and skills), systems (collections applications), and communication platforms (telephony and contact centre systems) to:

- Increase productivity and efficiency of the agents
- Significantly increase collections and reduce cost per collection
- Improve quality - collecting in a manner that is consistent with brand and customer satisfaction ideals
- Improve visibility and reporting – ensure visibility (reporting/ dashboards) that provide support for decisions that can be made, tested, automated and measured.

“The partnership between Lancet and INOVO is one that has reaped immediate benefits. We have been able to improve a number of key elements within our call centre environment thanks to the innovative technology used by INOVO.”

**Ebrahim Adams**

Contact Centre project manager at Lancet Laboratories



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Thanks to the ease of use of the INOVO solutions, the project was a very quick implementation.

### Results after the implementation

- Following the successful implementation of the solution, Lancet Laboratories reported that agent productivity increased significantly.
- Before the INOVO system, agents had approximately 35 positive calls a day. In the first month following the implementation, this increased to 80 to 90 positive calls a day.
- In addition, Lancet Laboratories improved its collections by up to 200% a month thanks to the improved efficiencies created by the INOVO solution.
- It significantly reduced its monthly expenses on ITC letters and the need to have an outsourced debt collector, further cutting costs.
- This also resulted in Lancet Laboratories being able to focus on its high priority customers and ensure they pay within seven days.
- The INOVO technology is constantly being refined in conjunction with feedback from Lancet Laboratories. This sees the system and script design being updated with fields that are pertinent to the agent as well as important elements that will drive future interaction with the clients of Lancet Laboratories.
- Furthermore, the system features consolidated client accounts so when they receive an SMS about the outstanding amount, it is for all the accounts they have with Lancet Laboratories.

- This means customers can immediately benefit from the more centralised system which will also lead to improved relationships between them and Lancet Laboratories.
- Such has been the success of the project that Lancet Laboratories is already looking at other projects that INOVO can assist it with.

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**Ebrahim Adams**

Contact Centre project manager at Lancet Laboratories

"Working with an organisation of the stature of Lancet Laboratories has been an amazing experience."

**Wynand Smit**

CEO of INOVO