



**inovo**

Case Study

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"The number of outbound calls made per agent has grown by between 200 and 300% since working with INOVO."

**Lasea Treurnich**

Operations Manager, Patient Communication Department, Medipost

## Case Study - Medipost Pharmacy

From manual, paper-based systems without workforce monitoring and scheduling to productive contact centre staff and efficient operations, leading national courier pharmacy, Medipost, has reaped the benefits of working with contact centre specialists INOVO.

“Operational efficiencies have improved significantly, and still do on a day-to-day basis”

### About Medipost Pharmacy

Medipost is a national pharmacy, delivering medication to more than 510 000 satisfied patients across South Africa. Two licensed facilities include: Medipost Gezina, Pretoria and Medipost Epping, Cape Town. The company prides itself in its ability to implement sound chronic medicine supply and management systems ensuring adherence to Good Pharmacy Practices (GPP) and patient convenience.

Medipost has specialised facilities for Oncology, Renal and HIV medication management, as well as dedicated, highly trained staff and pharmacists who are aware of the latest treatment regimens and can offer specialised counselling and medication advice to patients. Medipost offers nationwide customers chronic medication and other healthcare products at competitive fees and distributes the medication to customers by courier at no additional cost.

### The scenario prior to working with INOVO

- Although Medipost already had a functioning outbound contact centre environment to manage customer service, the company needed to implement a solution to eliminate manual processes and provide the means to measure agent efficiency and capacity. This would then play a role in reducing the time to contact patients further improve the service provided to their customers.
- Agents were using a manual, printed database list and physically dialing numbers, which presented a resource burden and was prone to human error.
- Monitoring of agents was difficult as this had to be done in a physical, hands-on manner, and agents were often idle between calls, resulting in a decrease in overall productivity.

### The INOVO solution

The implementation needed to allow for integration with Medipost's in-house application to ensure not only that the full benefit and



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automation can be achieved but that compliance is maintained. The automated outbound dialing solution was designed to aid with staff scheduling for a more efficient, organised system. INOVO and Medipost required a flexible solution to work within a specialised environment, so the solution was designed to:

- Increase the efficiency and productivity of the agents
- Increase the capacity of agents to reach existing and potential customers in a time-sensitive environment
- Improve the real-time view of the quality of contacts with a view to driving improvements in customer satisfaction
- Provide reporting visibility to allow for insights into the potential for improved business strategies.

### Results after the implementation

Medipost has reported measurable increases in agent efficiency and productivity:



“Medipost has experienced exponential growth since the implementation of INOVO’s business solution; the fact that INOVO designed everything according to our highly-specialised requirements has been of great benefit. Not only are the outbound agents far more efficient and productive, but the reporting tool has aided in exploring what business strategies will be effective. INOVO has freed us up to focus on all business areas, not just the contact centre environment.”

#### **Lasea Treurnich**

Operations Manager, Patient Communication Department, Medipost

- Existing and potential customers are now contacted timeously, resulting in improved service levels, better client relationships, and an increase in overall customer satisfaction.
- From 5 unproductive agents making 30 calls per day, the contact centre has grown to 69 agents operating at higher efficiency and productivity levels (agents now make 150-350 calls per day, depending on the type of call campaign).
- The reporting provides drilled-down information about agent efficiency and productivity as well as statistical reporting. This monitoring allows Medipost to optimize the use of their agents and identify areas for service or performance improvements.
- Staff scheduling is also now possible, creating a more organized environment.

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- The company is now able to conduct surveys to assess what business strategies will be (or are) the most effective. This allows for a more targeted and strategic approach, and has proven to be highly successful in driving improvements in their business offering. This benefit was not anticipated at the outset, and has proven invaluable in moving the business forward.

“Response and support from senior INOVO managers is very good. We have recommended INOVO to other companies”

**Lasea Treurnich**

Operations Manager, Patient Communication Department, Medipost

