Centralizing Support for Better Results

Case Study |
Meeting the Complex Demands
of Medical Device Support

Centralizing Support for Better Results
Overview and Initial Challenges

CLIENT:

A medical device company that develops, manufactures, and markets an innovative insulin infusion system for people with insulin-dependent diabetes.

CHALLENGES:

A **fragmented operation** in several locations across Europe, with different methods and tools.

Complex **compliance requirements** with market-specific regulatory challenges.

Users reached the company via many channels & **agents did not have an integrated or complete view.**

Standing orders were processed every month. The process still included **physical documents and manual data input.**

Data entry errors led to new contacts, complaints, reprocessing of orders & **customer dissatisfaction,** generating **increased costs** for the company.

Our initial challenge was to support the client as they sought to distribute their products directly in the European market. This meant replacing a network of local distributors that, up until then, had ensured basic technical and commercial support.

Teleperformance would now provide customer service and technical support for the products, including helping customers step-by-step on the set-up, configuration and troubleshooting. Other responsibilities included order entry (for insulin cartridge refills and other parts), claims management & initial documentation of Product Quality Complaints.
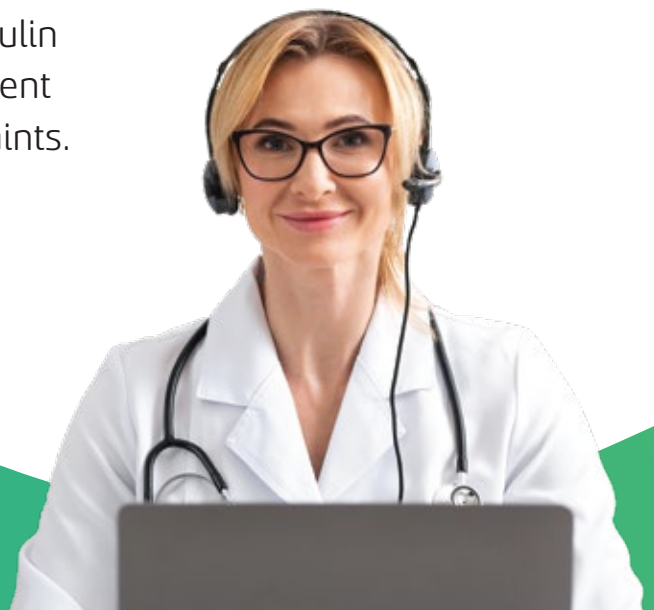
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A Unique Answer in our Lisbon Hub

SOLUTION DEPLOYED:

TP deployed a **Multilingual center of excellence in our Lisbon Hub**. This covered the initial six markets and handled initial set-up, configuration and troubleshooting of devices.

It also handled patient orders, engaged with healthcare providers and collected documentation related to prescriptions and payments.

Our seed team was onboarded by the client & carefully mapped every relevant process and the necessary adaptations for each market, according to their regulatory framework.

An omnichannel case management tool was implemented - TP Client. This ensured optimal efficiency and productivity, while also centralizing patient history and storing prescriptions.

As the number of users grew quickly, so did contact volumes. Teleperformance successfully ramped up the operations (from 60 to 200 FTE) & optimized the existing resources by splitting the agents into two teams – front and back-office.

A robotic process automation platform was later deployed to automate the order processing cycle.

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Enhancing Delivery with An Automation Solution

As we stabilized operations, our T.A.P. teams (Transformation, Analytics and Process Excellence) started looking for improvement opportunities. They quickly determined that the order entry process was a prime candidate for automation:

As the agent created the order in the CRM, it was mirrored, validated, and inserted in another tool in the back-office.

Errors occurred due to mistakes in data entry & incorrect interpretation of information in the original documents, representing 5% of the overall orders.

The operation struggled with the high AHT and errors in the process, which generated considerable operational costs.

The customers would frequently have their orders delayed due to volume spikes, generating stress and dissatisfaction.

CONTINUOUS IMPROVEMENT:

An RPA (robotics process automation) platform was developed and implemented, in order to automate the order processing cycle.

The bot automatically copies the order details to the client's platforms, triggering the order process in an accurate and agile way.

A standard template with specific rules for each market was developed, allowing the bot to read and understand the information.

An integrated workflow comprising of different bots for different parts of the process.

The bot can read and structure data, recognizing errors and assigning those cases to specific flows.

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Evolution and Current Status

Over the first year of implementation, our automation initiative allowed us to achieve the following milestones:

- **64% lower headcount** dedicated to order entry.
- **12% improvement in productivity**, with better control and service quality, based on a well-defined workflow.
- **80% reduction in average handling time** from 15 to 3 minutes per order.
- **100% elimination of errors** through automation of the process.
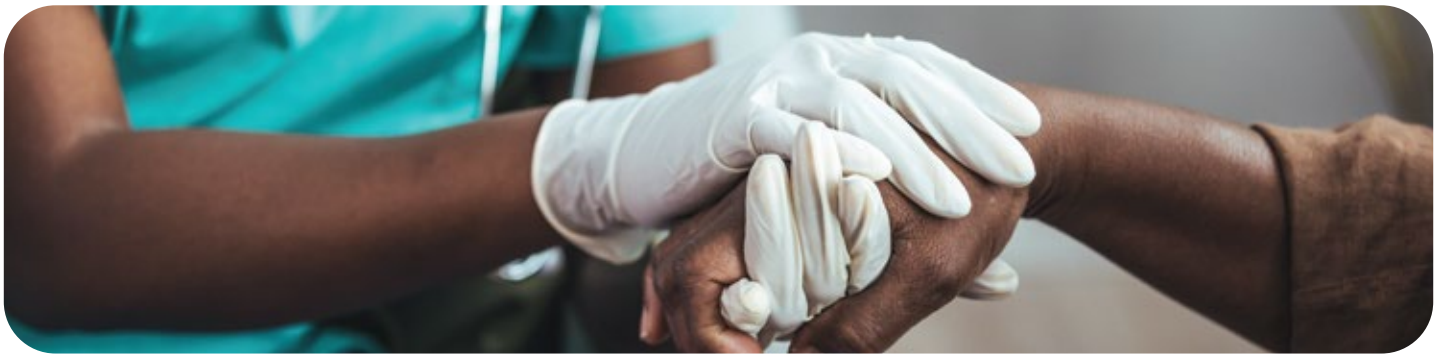
LONG TERM PARTNERSHIP:

We have been working with this client since 2017, and over this period we solidified our partnership in many dimensions:

Expanded our operation and are now **covering 10 markets** around the world with **+500FTE in 3 countries** (Portugal, US, Costa Rica).

Upskilled our agent profile to keep up with the growing complexity of support tasks – still **hire for people skills** but have improved our training programs in the **tech component.**

Successfully ramped up operations to conduct a massive **voluntary product recall program.**

Developing Call mining solution to pro-actively **detect Adverse Events and Product Quality Complaints.**