

Medical Information Contact Center Launch During a Pandemic

– The Challenge –



The challenge was to train the entire medical information team at home and bringing their mission critical service live – 100% virtual – was a first.



60+ drugs / 7 Therapeutic Areas



100% virtual

– The Solution –



Entrepreneurial culture attracts top talent



Virtual hypercare boosts agent confidence



Experienced agents improve resolution



Human-centered interactions improve quality



Training model shortens learning curve



Remote operations is part of our DNA

– The Results –



By Week 1, we had surpassed the incumbent. In the first quarter, even though call volume increased due to COVID-19, we excelled in...



8%
2%

Abandon rate reduction in **one quarter**



97%
14%

CSAT Increase