

INDUSTRY

Government and Healthcare

SOLUTION

Technology

PRODUCTS

CRM, Social, and Knowledge

CLIENT STORY

Solutions that Help the Government Help the Public:

Three Months. One Shiny New CRM. Zero Data Loss.

Our partner, a large U.S. government agency, was faced with a huge dilemma. The agency had ended a relationship with its prior business outsourcing provider (BPO) and was left with an outdated – and proprietary – customer relationship management (CRM) system that could not meet modern needs. The agency's contact center responds to hundreds of healthcare-related issues, and is required to immediately expand operations in the event of a crisis; however, the old-fashioned setup lacked flexibility and took weeks to ramp up new associates. To make things worse, the CRM design had minimal reporting, did not enable email or phone integration, and was proprietary so it could not simply be upgraded.

Our challenge: Build a superior, modern CRM solution from scratch that capitalizes on current communications and reporting technologies, and protects all the existing data during the transition – and do it in three months without bringing the center offline.

Our systems architects spent the first month crafting a comprehensive strategy and gathering detailed requirements for a seamless, customized CRM transformation of the agency. To meet the aggressive deadline, TeleTech implemented Salesforce.com® Service Cloud® CRM Technology to help deliver on the data collection and transaction management requirements. The solution was deployed on time, and on target.

Once complete, the fully integrated desktop application simplified service for users, enabled them to work in tandem with the agency's other service technologies, and was able to generate comprehensive reports for better visibility and performance evaluation. The agency's transition to this new powerhouse CRM solution was seamless and transparent to the outside; no data was lost and service levels in the contact center were not impacted.

The lightning-quick scalability of the new system became evident almost immediately when a crisis emerged less than one month after launch. The agility of the solution allowed the agency to train and deploy 25 additional associates within 48 hours; a task that used to take up to a month.

RESULTS

Modern, fully integrated CRM solution in **90 days**

Crisis response decreased from 2-4 weeks to **48 hours**

Robust reporting, richer data, and **reduced costs**

No data lost,
no negative service impacts at launch