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5 CX BEST PRACTICES FOR COVID-19 VACCINE ROLLOUT SUCCESS

Most pharmaceutical companies, government agencies, and healthcare organizations are actively solving for logistical challenges associated with vaccinating millions of people. But many are unaware of the crucial role CX and support services will play into a successful COVID-19 vaccine rollout.

Here are the top 5 CX best practices organizations must adopt to efficiently manage vaccine development and distribution.

1

STRENGTHEN PUBLIC TRUST THROUGH GREATER TRANSPARENCY

Skepticism around the vaccine is high. Well-trained contact center associates – who have a combination of industry knowledge and empathetic soft skills – can ease concerns by providing relevant information while also offering a personal connection.

2

MANAGE VACCINE INQUIRY SURGES WITH CLOUD-BASED CX DELIVERY

Individuals have *a lot* of vaccine-related questions. Expand and enhance your remote contact center with cutting-edge cloud and digital tools like automated self-service, AI, text messaging and live chat to deflect calls and scale as needed.

Consider working with a partner like TTEC to leverage award-winning proprietary learning solutions like RealPlay™ – to develop and deploy a specialized vaccine training curriculum for your at-home workforce.

3

SCHEDULE VACCINE APPOINTMENTS AT SCALE WITH SMS TEXT + VOICE

Systematic appointment scheduling is a critical first step toward administering millions of vaccinations. Reach diverse populations and demographics in their preferred channels with an intelligent mix of SMS messaging, voice, automated self-service, push alerts, and outbound calls. Doing so will enable process efficiencies, eliminate long lines and ensure safe vaccination conditions.

4

COMMUNICATE EARLY AND OFTEN IN ASYNCHRONOUS MESSAGING CHANNELS

The general public craves information now more than ever. Use all available digital tools to reach citizens where they are – messaging apps, social media, direct SMS messaging, and Apple Business Chat – so they are more likely to receive and pay attention to the conversation.

5

DECREASE ERRORS AND REDUCE FRAUD WITH RPA

Many citizens fear their personal information has been or will be compromised. Gain public trust by being transparent in how you collect, use, and keep personal data secure. Ensure effective data management and security & compliance by minimizing errors in data entry and other repetitive tasks with the help of RPA bots in the back office.

HIPAA   SARBANES-OXLEY

PCI DSS COMPLIANT   HITRUST CSF Certified   FR FedRAMP

Government agencies and top healthcare organizations trust TTEC with their citizen and patient data. Let us do the same for you.

SCALE EFFICIENTLY. CONNECT WITH EMPATHY.

COVID-19 vaccine efforts require an efficient automated ordering, distribution, administration, and tracking program. Perfecting the vaccination experience is the last mile on the road to ensuring the general public receives inoculations in a timely manner.

Visit **ttec.com/vaccine-support** for more information.

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