

Case Study

CVS/ Pharmacy

Aspect Unified Solution and Professional Services Help Company See Real Results

The Company

CVS/Pharmacy is the nation's largest retail pharmacy chain, with approximately 6,200 stores across 38 states. With more than 40 years of dynamic growth in the retail pharmacy industry, CVS generates more than 68 percent of its revenue from the pharmacy business and is committed to providing superior customer service - making itself the easiest pharmacy retailer for customers to use. CVS/pharmacy fills more than one of every seven retail prescriptions in America. The ExtraCare program boasts more than 50 million cardholders, making it the largest and most successful retail loyalty program in the country.

The Business Challenge

Many organizations and contact centers have turned to a variety of point solutions to handle multichannel customer service - installing an interactive voice response (IVR) system for incoming calls, a dialer to handle outgoing contacts, and a separate system to manage email and Web requests. The problem with that approach is that service operation is disjointed, resulting in a customer experience that can be inconsistent and less than optimal.

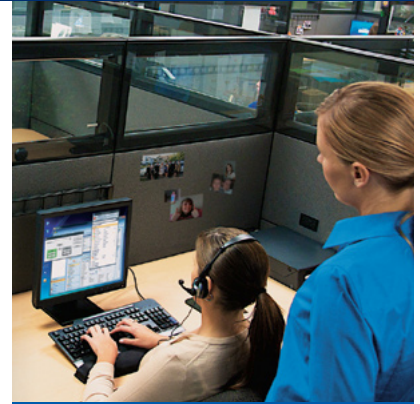
This was the situation for CVS; its management was unable to get a complete, centralized picture of service across all channels because comparing reports generated by the disparate systems was akin to comparing apples to oranges. While the company maintained a team of 48 service agents in-house, it outsourced the IVR component of its operation, which was costly. Callers to the IVR system encountered delays and email and Web response times which were managed separately from other channels, making them difficult to track. CVS also needed a quality management solution to record customer interactions and use in agent training.

CVS was challenged with an ongoing strain of limited resources to meet its objectives and help integrate its applications. After years of developing applications in the legacy predictive dialer and creating outbound IVR programs with an outside vendor, CVS clearly needed a solution with multiple capabilities from a vendor that could provide a high level of services to transition current applications and data management using existing IT processes seamlessly.

The Solution

After a review of a number of vendors, CVS chose to implement Aspect® Unified IP™ from Aspect because it eliminates the need to integrate multiple point products for managing different contact channels. Providing consolidated administration, routing, reporting and workflow, Aspect Unified IP unites inbound, outbound and blended multichannel contact (including voice, email, Web and fax) in a single, scalable technology platform. In addition to addressing the company's need for an integrated multichannel solution, Aspect Unified IP also delivers the voice portal, recording and quality management functionality that CVS is leveraging to improve agent performance and deliver an enhanced customer experience through speech-enabled self service. In addition, CVS selected Aspect Unified IP because its open platform enables them to seamlessly integrate with their existing technology investments.

Lastly, CVS saw the value and expertise that Aspect® Professional Services could bring to bear during the implementation process.



Products

Aspect Unified IP

Results

- Reduced implementation spending by more than 50 percent.
- Reduced email response from 24-48 hours to less than one hour.
- Increased calls handled and improved speed-to-answer.
- Reduced call abandonment rates.
- Improved "personalized" outbound voice portal capabilities.

"Aspect has a complete view of everything I'm trying to implement. It's a complete, consolidated contact center platform I'm not going out to another vendor for scripting; I'm not going to another vendor for the voice portal; I'm not going to an outside vendor for reporting. It's all inherent to the product; it's a single person I continue to build a relationship with that understands my business needs, understands the system functionality, and can tie it together."

Glen Thies
Director, Central
Pharmacy Services
CVS/Pharmacy



Results

CVS' deployment of a unified contact center platform has yielded a number of benefits, including cost savings. By eliminating its outsourcing costs, the company covered the cost of the Aspect® Unified IP™ implementation. In addition, CVS has seen enhanced service, improved customer response times, increased agent performance and the ability to deliver a more consistent and satisfying service experience overall. The most important advantage of the solution, however, is that it integrates all of CVS' critical contact center applications on a single platform, which in turn supports the company's unified service strategy.

In determining specific ROI, CVS calculated it has reduced its outside vendor spend by well over 50 percent. Additionally, the company has improved agent performance through true blending of inbound-outbound email functionality because they are able to more efficiently manage those interactions.

Other tangible benefits include improved email response time. CVS is able to do suggested response, auto response, and can measure the length of time that emails are sitting in an inbox and handle them accordingly. Being able to measure this information is allowing CVS to fine-tune its processes on an ongoing basis.

To be able to see all of its inbound ACD reporting, outbound reporting, automated calls, and live outbound calls rolled up into a single view simplifies many of that challenges they previously encountered. With quality monitoring, CVS is able to record screens and voice and have a repository in which it stores the calls to review with agents during coaching and counseling sessions to improve the quality of customer care provided to their customers. In addition, they not only have the quality monitoring for an inbound call and outbound call, but these capabilities also exist for email management so they can ensure the quality is the same regardless of customer interaction channel. Aspect Unified IP has helped CVS improve its email management, reducing email response from 24-48 hours to less than one hour.

In addition to taking advantage of a robust Aspect solution, engaging Aspect® Professional Services helped accelerate the learning curve for the existing support team. The support team has been able to continue to develop and enhance new functionality that is available through Aspect Unified IP at a more accelerated rate. As a result, CVS is now using Aspect Professional Services to help bridge the gap of internal resources to aid in new implementations.

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About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, [visit www.aspect.com](http://www.aspect.com).

