

CVS/ pharmacy®

America's leading retail pharmacy increases productivity and efficiency in the contact center with Aspect Software



Results

- 35% improvement in AHT
- 54% improvement in ACW
- 67% improvement in abandonment rate
- 74% improvement in ASA

The Organization

CVS/pharmacy, the retail division of CVS Caremark Corporation, is America's largest retail pharmacy with more than 7,500 CVS/pharmacy and Longs Drug stores. CVS/pharmacy is reinventing pharmacy to help people on their path to better health by providing the most accessible and personalized expertise, both in its stores and online at CVS.com.

Motivation for Change

Several years ago CVS/pharmacy implemented Aspect® Unified IP® to provide consolidated administration, routing, reporting, and workflow, while uniting inbound and outbound in a single, scalable technology platform. Since deployment, CVS/pharmacy has enhanced the customer experience with improved customer response times and increased agent performance.

After the successful launch of the CVS/pharmacy MinuteClinic and the expansion of services, call volumes began to greatly increase over the past two years which drove them to expand their contact center technology. Each year for the past two years the pharmacy has seen more than a 30% increase in call volume. While Unified IP made it possible for the company to handle the increase in calls without adding additional agent headcount, CVS/pharmacy also wanted to gain visibility into agent performance and improve quality for better customer experiences. In addition, many of their reports were generated manually in spreadsheets and contact center managers felt they could capture more accurate data by replacing the manual process with an automated component.

Another challenge in the contact center was new and increasingly stringent legislation regarding outbound regulations that restrict calling times, call abandonment and dialing to mobile phones.

The Desired Solution

CVS/pharmacy sought workforce optimization solutions that could:

- Seamlessly integrate workforce management with their Unified IP platform and enable their contact center to improve handling increased call volume
- Add a performance management solution that could provide visibility into agent and team performance
- Include a quality management solution that would give insights into the complete customer experience

The company knew that enhancing their technology would allow them to better manage their outbound dialing campaigns in order to meet compliance and their own business requirements.



Why Aspect

Seeking Aspect to help address their new business goals was a natural decision for CVS/pharmacy based on the long-standing relationship with Aspect. CVS/pharmacy made the decision to deploy Aspect's key workforce optimization applications, Aspect EQ™ Workforce Management™ with Aspect EQ™ Performance Management™ (APM) and Aspect EQ™ Quality Management™ (AQM) to automate reporting, bring visibility to agent performance, enable coaching capabilities, and improve agent forecasting and scheduling. Committed to providing customers with an exceptional experience and staying within their budget, Aspect Unified IP's Advanced List Management (ALM) application was chosen to take their outbound dialing strategies to the next level with additional industry-best capabilities for enterprise list and campaign optimization, best time to call and all the tools to ensure compliance.

CVS/pharmacy knew that Aspect's support team would keep the system running at peak performance so the pharmacy could focus on their business priorities. Aspect offered the ability to support the pharmacy's contact center operations during the business hours they require and on all holidays. Aspect's remote capabilities with unlimited phone support and geographically-deployed field engineers drive timely resolution across a full range of system issues and customer preferences.

The Results

Since deployment, CVS/pharmacy has seen a turnaround in agent performance and benefitted from the positive gains. Improvements in the first nine months include:

- 35% improvement in average handle time (AHT)
- 54% improvement in average call work (ACW)
- 67% improvement in abandonment rate
- 74% improvement to the average speed of answer (ASA)

"The capabilities of Aspect's technology allow us to create more complex outbound campaigns and requirements for our business that other technologies do not give us," said Glen Thies, Director, Central Pharmacy Services at CVS/pharmacy.

"The solution's flexibilities have made it possible for us to complete ad-hoc outbound campaigns well within the requirements of our internal business partners. Last quarter alone we did over 6 million outbound calls compared to last year when we averaged just 1-2 million calls."

Supported by Aspect's Unified IP IVR capabilities, CVS/pharmacy's outbound campaigns include automated blaster and live calls contacting customers with refill reminders or alerts that their order is ready for pick-up. The contact center also uses the outbound blaster to maintain contact with the pharmacies to alert them of drug/product recalls, outages, or other critical information. Over 7,000 stores can all be reached in less than two hours. This capability saves the company resources as they do not need to rely on outside vendors to complete the campaigns. As CVS/pharmacy increased its outbound dialing, inbound calls have increased. Customers call the pharmacy with prescription questions, refills, and updates to contact or insurance information. Today the pharmacy is able to see all inbound reporting, outbound reporting, automated calls, and live outbound calls in a single view that simplifies the agent experience.

CVS/pharmacy optimized its outbound dialing even after adding more difficult business requirements. Aspect's ALM application has allowed for additional rules to restrict calls to designated hours such as being able to dial based on customer time zones. Not only does this help the company to be within compliance regulations but is also improves the customer experience so that customers are not called too frequently or receive back-to-back calls.

By adding to the contact center's increased productivity and efficiency, CVS/pharmacy has eliminated much of its manual reporting, saving time and generating more accurate data. Supervisors and managers now have visibility into the KPIs they believe are best for the business but also further benefit from KPIs that they had not been tracking previously.

In the future, CVS/pharmacy plans to dig deeper in the technology and use it for coaching and analysis and they anticipate seeing additional gains.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern consumer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

