AstraZeneca
A remedy for IVR growing pains

How does big pharma deal with the exacting demands of a highly regulated industry?

Ask John DiBrango, Channel Management and Governance Director for AstraZeneca Pharmaceuticals. His challenge: streamline the company’s IVR systems and present a consistent, company-centric voice to the customer.

Pharmaceutical companies are subject to intense government regulation, resulting in a high volume of frequent changes to marketing programs. For AstraZeneca, add to this a complex tangle of interactive voice response (IVR) systems, grown over time and managed by multiple vendors across multiple brands. Turnaround for even a minor change could be as long as eight weeks. In this highly regulated industry where compliance is critical and changes arrive in an unrelenting stream, that was too long.

Escalating costs

AstraZeneca was also finding their managed, hosted solution too costly. Even minor changes could cost a bundle. “We would get charged two thousand dollars for one minor change—that became cost-prohibitive,” DiBrango said. Also, caller containment rates were lower than desired. “We felt that the purpose of a good IVR was to provide great automation. If we were spending money to create an IVR, we wanted a higher automation rate.”

Lack of a holistic view

Then there was the data. “We needed a holistic view of multiple programs for six different brands,” DiBrango said. The company wanted to unlock the value of the data captured through its IVRs, but it was scattered across the IVR vendors, multiple programs and brands. “Although we had a lot of data dumps, we couldn’t really do anything with it. There was no actionable reporting capability.”
Genesys Cloud builds it in a week

Genesys Cloud replaced complex, disparate, and costly IVR applications with an enterprise, self-service voice solution in the cloud. The Genesys Cloud on-demand model supports immediate scalability without the costs of traditional IVR, while dramatically reducing the costs associated with hardware, software, maintenance and staffing.

AstraZeneca has chosen Genesys Cloud as its voice system partner for the past few years. "We feel they have the market expertise," DiBrango said. "We have Genesys Cloud in multiple programs, not only for our call centers, but other call centers that we partner with. It becomes more integrated with what we're doing."

DiBrango points to a long list of what he perceives as Genesys Cloud benefits: market expertise, established best practices, embedded BI analytics, a responsive and seasoned professional services team, low cost to entry, speed of implementation...and a true partner mentality out to serve AstraZeneca's needs across the board.

"When Genesys Cloud came up to demo for us, they decided to build the whole IVR for one of our brands. They did that within a week. We had other folks come in and tell us what they would do...the difference was that Genesys Cloud actually did it, and showed us the IVR with our brand."

Genesys Cloud has since moved on to roll out more than just IVR applications for AstraZeneca and its brands. Additional solutions from the Genesys Cloud platform include SMS, click-to-call, live chat and mobile applications.

Call containment up—customer experience improved

In approximately two years, the AstraZeneca containment rate increased from 40% to 80%. But containment only tells part of the story. With the savings gained from moving to the Genesys Cloud on-demand solution, the company focused its resources on improving the customer experience. Customer surveys and focus groups, along with extensive testing, were used to iteratively change, test and finesse their newly streamlined automated voice self-service system. Post-call customer satisfaction survey results reflect customer approval of the new system.

Millions saved per year, per brand

As a result of caller automation, live agent calls were reduced by 80%. "That seemed to be a real a-ha moment for us, because of the savings. When you can reduce 80% of live agent calls, there is tremendous savings built in," DiBrango said.

Cost savings didn't end with caller containment. The Genesys Cloud cloud-based, on-demand model negates hardware, software and staffing expenses. The unique Genesys Cloud Site Builder Toolkit enables fast changes to voice systems; and embedded BI reporting from industry-leading MicroStrategy allows for detailed, cohesive reporting on the voice systems. Altogether, it adds up.

“We were saving a minimal amount a couple of years ago. Now we’re well into a million dollars of annual savings per brand,” DiBrango said.

A more holistic view

Now that data is coming through one system, brands can share best practices, and it’s now possible to gain a holistic view of programs. Changes are no longer held up by an offsite vendor. "We can make changes in real time that used to take anywhere from four to eight weeks," DiBrango said.

"Things are working. They’re working across the brands—not just for one brand," he continued, “There are a few things we want from an IVR partner. We want to improve our ROI. We want positive customer experiences. We want to improve automation. Those are the three key markers for us, and the reasons we went to Genesys Cloud. And they proved it to us through the IVR."
“We were saving a minimal amount a couple of years ago. Now we’re well into a million dollars of annual savings per brand.”

John DiBrango, Channel Management and Governance Director

RESULTS

40% to 80% call containment rate in two years

Increased annual savings per brand by reducing the number of live calls to agents

Provided a holistic view that can be shared across brands

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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