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— Eli Fillmore
Manager of Intelligent Call Routing, RxAmerica

RxAmerica

Solution delivers sophisticated IVR, call routing and automated survey system across nine locations

RxAmerica LLC, an independent provider of prescription benefits to more than six million individuals through a retail network of more than 55,000 pharmacies and a state-of-the-art mail order pharmacy, selected inContact™ as its Interactive Voice Response (IVR) and call routing solution. The inContact platform is currently delivering calls to hundreds of RxAmerica agents and support staff located at nine geographically dispersed locations.

“By going with inContact,” said Eli Fillmore, Manager of Intelligent Call Routing for RxAmerica, “I have been able to do complex and dynamic call routing, saving my company in excess of \$1 million in the process.”

The Problem

RxAmerica anticipated a significant growth surge in October 2005 as it prepared to meet the needs of the senior community seeking information and clarification on the new Medicare prescription drug program. In less than six months, RxAmerica was able to respond to unprecedented call volume by increasing their agent population more than 500 percent and opening six new call centers.

Prior to this growth surge, Eli Fillmore was hired by RxAmerica and tasked with evolving the company’s basic telecom architecture into a world-class call routing system capable of dynamically handling high call volume. The challenge, as is the case for many high-growth companies, was balancing the financial requirements with the technical requirements.

Fillmore knew that spending millions of dollars on call routing and an IVR platform wasn’t an option; nor was a long implementation timeline complicated by hardware installation and integration.

The Solution

“RxAmerica was an existing telecom customer of UCN (the telecom division of inContact, Inc.),” said Fillmore. “When our UCN representative showed me the hosted inContact product, I immediately recognized the potential and knew I had found the solution to our growth challenge.”

InContact combines three major system elements into one: the IVR system, the network platform and the intelligent call router. The inContact system allows RxAmerica to distribute calls among multiple centers, each with their own, independent ACD (Automatic Call Distributor).

“Unlike other solutions, I don’t need specialized hardware at each site to facilitate call routing. I just need equipment that can receive a 10-digit phone number,” said Fillmore. “This approach eliminates the need to deal with three independent vendors and expensive niche programmers trained to work with expensive intelligent call routing software and equipment. It’s seamless, so I don’t have to worry about integration issues. And it’s a single-vendor solution, so no more vendor finger-pointing when something goes wrong. Now all I have to do is

call a single tech support team to get resolution. And there is no big, upfront investment. There's a reasonable setup fee, then we pay by the month for what we use."

Using inContact's rapid application development tool, inControl™, Fillmore created a dynamic, flexible system that can be modified on the fly. For instance, on the day site A has an employee meeting, he lowers the percentage of calls routed to site A and routes a higher percentage of calls to site B and site C. "The changes take effect within a few seconds," he said. "During our peak period, our inContact solution was handling in excess of 40,000 dials per day. When I needed more capacity, I simply called inContact and additional ports were immediately configured. When the peak period passed, I called and had them scale back down."

Another feature that Fillmore says can not be replicated in any of the multi-site, multi-million dollar architectures he has used in the past is the ability to do automated customer surveys. He programmed inContact to record both sides of a customer call and then survey that caller, based on a set frequency, such as every 10th call. Since inContact retains ownership of the

call, when the agent hangs up the phone, the system directs the caller to an automated survey built on the platform. The caller is presented 10 questions and the opportunity to leave a custom recorded comment.

"Seconds after the survey is completed, the system sends me an email with all the pertinent details. I know exactly what is happening at all the call centers, the customer sentiment, and can respond immediately when there is a service or retention issue that needs attention," said Fillmore

Next Steps

Today, Fillmore is supporting nine locations and hundreds of agents. The next project he is beginning to investigate is how to use the computer-telephony integration tools that come with inContact to tie his customer databases into the IVR system and create new self-service applications for RxAmerica customers.

About RxAmerica

RxAmerica, a wholly owned subsidiary of Longs Drug Stores Corporation (NYSE: LDG), is a leading pharmacy benefit manager (PBM) that specializes in controlling costs, creating

customized solutions and delivering best-in-class service for its clients. RxAmerica has been providing PBM services to managed-care organizations and employer groups ranging in size from 100 to more than 250,000 members since 1989. The company is also a provider for the Medicare Part D prescription drug plan, operating in 35 states and the District of Columbia. Nationally, RxAmerica provides prescription benefits for more than six million individuals through a retail network of more than 55,000 pharmacies and several state-of-the-art mail order pharmacies. For more information visit www.rxamerica.com.



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