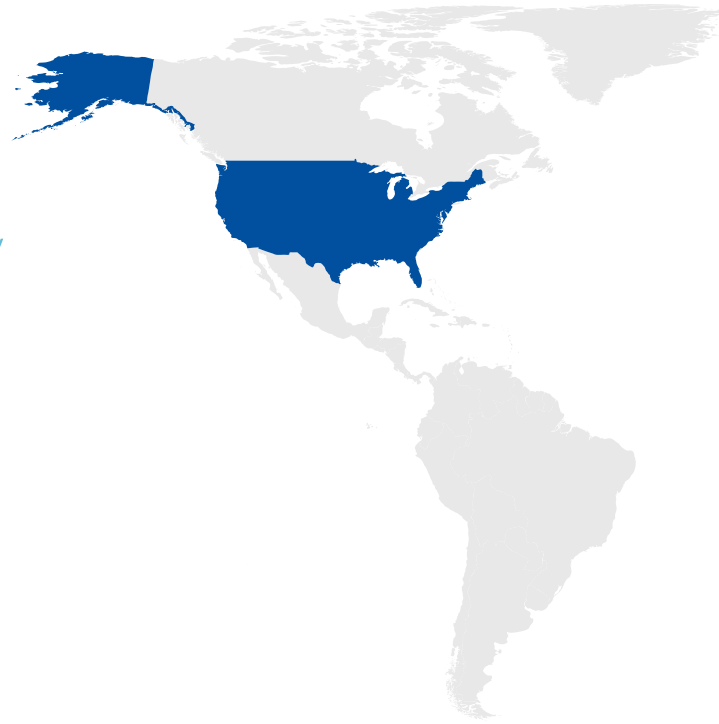




Presence Suite helps Arriva  
Medical Triple their Contact  
Center Productivity



## Executive summary

**Customer name:**

Arriva Medical

**Industry:**


Business Services

**Location:**

United State of America

**Key Facts for Success**

- All-in-One concept
- Fast implementation
- An easy end user interface
- Flexible Open platform

 For additional information on Arriva Medical [www.arrivamedical.com](http://www.arrivamedical.com)

## Client profile

Arriva Medical specializes in providing free home delivery of diabetes testing supplies. Arriva's staff works tirelessly to ensure that their patients get the most out of their health insurance. Arriva prides itself in making life easier for its clients; letting them bypass unnecessary procedures and paperwork and reducing the wait time to receive insulin, blood glucose meters, lancets and everything else related to daily treatments of this disease.

Arriva Medical needed a Contact Center Platform to support its responsive philosophy. After a rigorous selection process, Arriva Medical selected Presence Opengate. There were four key factors for the decision makers:

- All-in-One concept
- Fast implementation
- An easy end user interface
- Flexible Open platform

Previously, in 2000, the co-founders of Arriva Medical opened a similar company that did not perform well. Contributing to its poor performance was an ineffective customer database which took nearly three and a half years to develop 10,000 contacts. Today, Arriva Medical founders rely on innovation and development.

## Arriva Medical's Needs

From inception, Arriva Medical's business model has required a Contact Center platform to serve customers. Arriva Medical supplies all the devices and medicines diabetics need (insulin, glucose control devices, lancets, needles, etc). Agents contact patients, with an offer to simplify the fulfillment of their medicinal needs. Subsequently, agents contact doctors to make all the necessary arrangements, also learning the type of insulin and different medications of each patient. Arriva Medical sends clients their orders directly so they do not need to visit the drugstore every month.

Agents periodically call the patients again, reviewing the amount and details of their last order. Through this service customers receive everything at home and on time without having to worry about going to pick up anything or about medical paperwork. Additionally there are agents dedicated to incoming calls and providing customer service.

## Presence Suite Implementation

"It is always tough to manage agents' productivity and to set goals without the right tools. Before the Presence Suite implementation, we expected our sales people to make over 200 calls manually, but we didn't count with the proper reporting tools and, in the end, we could not measure their productivity," explains Miguel Martínez.

"In addition, before we implemented the progressive dialing, the agents had to listen to unanswered phone calls, busy signals or calls routed to answering machines. As result of implementing Presence Dialer on progressive mode, agents only speak to real people answering the phone and the contacts per hour have increased," says Martínez.

"We also have a team to call physician's offices, and we used to expect the agents to call 80 doctors per day. After Presence Suite was installed, the goal became 100, and many agents regularly surpass this goal. By prioritizing which physicians we call first, we are able to make calls more profitable."

Miguel Martínez gives an example of their 'biggest challenge': "with our limited resources, how would we call nearly 2,400 customers during the month of September? We were ready to hire more people. Instead, we implemented progressive dialing and beat the goal days before the end of the month and without hiring additional resources. We have also assigned different agent ID's to some resources.

Now, depending on where we need the resources, they can login to Presence Suite and handle different campaigns at a moment's notice."

## Some Technical advantages

Miguel Martínez explains the technical advantages the company gains through implementing Enghouse Interactive. “Because Presence Suite has an open database, using the Presence ActiveX and API components, we are able to query the data and integrate it with our business applications. With Preview and Progressive campaigns, we implemented the ActiveX controls to get a pop- up screen within our CRM application. This allows our agents to flow right into the conversation with the customer without having to wait for the application to search for information.” “In addition to the tools available within Presence Supervisor module, we use our own tools to query and monitor progress and status. The Presence admin and supervisor tools are very

easy to work with; helping supervisors to manage their agents by providing relevant data and metrics. With the API tools, we are able to insert a new record into a campaign and prioritize it at the top of the list making it our next call. In our business, the sooner we call, the higher the conversion rate. 80% of our conversions are on the first contact. Without the Presence Suite platform, it was impossible to automate calling new leads first.”

## Results

According to Miguel Martínez, thanks to Presence Suite, Arriva met the 2009 goal for number of new customers using about 25% fewer resources. “If we average 100 calls per agent and get a 30% connection rate that would be 30 calls per agent. With the dialer making 300 calls per agent, we have tripled the contact rate. So, with Presence we use fewer resources for more conversions,” says Martínez.

## Enghouse Interactive at Arriva Medical



**Presence Voice Inbound** manages the incoming call flow.



**Presence Voice Outbound** provides a flexible outbound dialing platform that emphasizes operational efficiency and empowers business users to adapt to changing requirements.



**Presence Intelligent Routing** allows business strategies based on intelligent routing of contacts that come into a Call Center over any channel.



**Presence Screen Recording** totally integrated with Presence Suite, allows telephone conversation recording using two different methods:

Following a pre-established plan and upon an agent's request.



**Presence Communications Portal IVR** integrated with Presence Intelligent Routing to make the most of the existing synergies between the routing strategies and the business rules in the companies.



**Presence Scripting** es una potente herramienta visual enfocada al desarrollo de argumentarios para servicios de telemarketing, venta de productos y servicios, recogida de datos, etc. La herramienta da total independencia al supervisor.

## About Enhouse Interactive

Enhouse Interactive ([www.ensembleinteractive.com](http://www.ensembleinteractive.com)) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enhouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enhouse Interactive is a subsidiary of Enhouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ENGH." Founded in 1984, Enhouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Survox, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at [www.ensembleinteractive.com](http://www.ensembleinteractive.com).



Presence Suite is an  
**Enhouse Interactive** solution

For more information visit  
[www.ensembleinteractive.es](http://www.ensembleinteractive.es)

