Case Study
Customer Support in Telemedicine

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The outbreak of the COVID-19 pandemic in 2020 created an immediate need for essential virtual healthcare options and subsequent customer support for end users. A leading telemedicine solution provider and MPI formed a partnership in late March of 2020 because they needed help and fast. Within a week, goals were set, a support strategy was developed, and MPI was ready to execute as an extension of the solution provider with minimal initial training.

About the Telemedicine Solution Partner

Recommended by a Federal Government entity, this solution partner has become a leader in the telemedicine space. They focus on enhancing the healthcare experience by making it convenient and more affordable for healthcare providers to treat patients outside of a clinical setting, especially those in undeserved communities.

Situation

This solution partner had been building telemedicine software for nearly a decade. However, in March of 2020, COVID-19 was declared a global pandemic. Suddenly telemedicine was no longer seen as a supplemental service; instead, it became essential for continued patient care. As a result, demand for a HIPPA-compliant solution partner skyrocketed in a matter of days. They needed a scalable customer support infrastructure to ensure that hundreds of thousands of patients could connect safely and securely with their providers during this global health crisis.

Needs Assessment

In late **2019**, the telemedicine solution partner had added more feature-rich options to their platform to enhance their competitive edge, and additionally, they implemented some customer support services. When the pandemic was declared early in 2020, they began to experience unexpected exponential growth in use of their platform and for customer support to help troubleshoot through issues.

They knew they had to take action to help providers continue to offer high-quality care for their patients via telemedicine. While they offered support resources, they lacked an internal team to manage customer support interactions at a high volume. They now required a dedicated customer support team that could easily scale with them while efficiently answering and resolving customer support calls and chat messages.
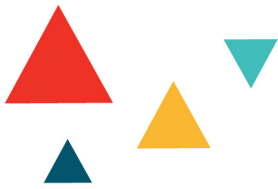
MPI Strategy

A partnership formed in **March of 2020** when this solution partner reached out to MPI, recognizing they needed help resolving customer support intersections. Together, MPI and this solution partner committed to ensuring physicians and therapists could simply and safely interact with their patients during an extremely challenging time. Recognizing the critical turnaround window, within a mere 48 hours of contact, a strategy was developed, including pre-determined KPIs. Three days later, MPI was handling phone and chat services on behalf of the company. As this solution partner continued to experience growth, MPI remained a key ally. Through continued collaboration, in September of 2020, an agreement was made to scale support staff to further improve customer experience with additional full-time dedicated support team members and additional training.

MPI hand-selected team members who possessed a high amount of empathy and communication skills to successfully assist customers. Given the wide-ranging customer base (from physicians to rural community members) and their varying familiarity with technology, it was critical to utilize staff who were capable of calmly explaining themselves to resolve customer interactions efficiently. Ultimately, this partnership and process proved worthwhile, given the data.

Outcome

The customer support campaign was created inserted MPI's team as the first line of defense to help users of a popular telehealth medicine company to troubleshoot issues, and only escalating tougher issues to the software company's internal support team. MPI set a goal to resolve at least 85% of customer support interactions. Over the course of six months, MPI's outsourced customer support team that was dedicated to the telemedecine solution partner doubled in size. Due to a scalable infrastructure, the average baseline for call answer rate started at 75% and increased to 91% by February. Despite the average answer rate initially falling just below the benchmark, the interaction resolution rate and support handling rate were highly successful. The customer support campaign's answer rate averaged 81% (reaching 93% at times) and maintained above 84% since December 2020. By the end of the campaign, MPI handled 96% of all customer interactions and resolved almost all of them while only sending 1% out for further assistance.

Average Answer Rate	Support Handling Rate	Interaction Res. Rate
85%	**85%**	**90%**
Benchmark	Benchmark	Benchmark
81%	**96%**	**99%**
Actual	Actual	Actual

Summary

Through a partnered approach, the services provided in this Customer Support Campaign helped individuals get the health-related assistance they needed when the world was in crisis. People were able to affordably, easily, safely, and securely connect with their healthcare providers during a time that took a significant toll on many individuals' physical and mental health.