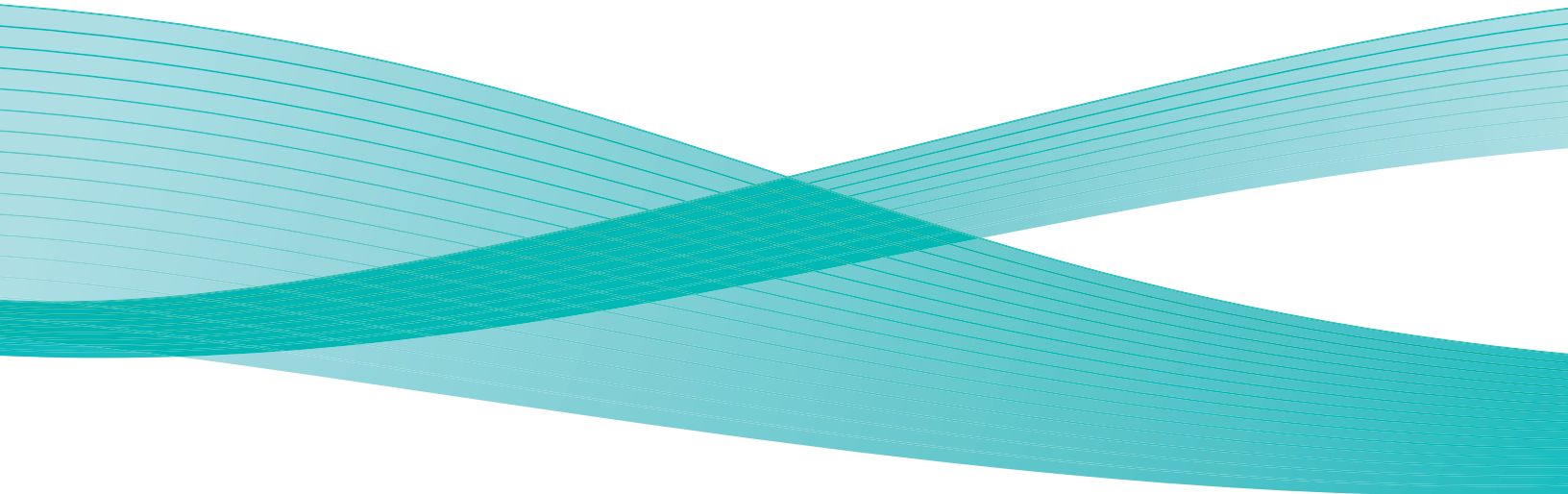


Who does a pharmacy call when they need a good dose of support? Xerox.

Measurable improvements were seen including a 9 percent increase in quality scores after just six months.



As the CSAT scores increased, so did the agent's hourly pay resulting in a win for the agent – and a win for the client.

The Challenge

An exceptional loyalty program and on-site medical clinics helped establish the client as a front-runner in the retail pharmacy industry. However, confusion with the program or missteps in the reward system could threaten the success of the program.

The client looked to Xerox not only to explain the program to customers, but to capitalize on upsell opportunities which required that agents have a firm grasp of the program and current promotions to provide exceptional customer support.

The Solution

Xerox worked closely with the client to set up a best in class contact center in Lewiston, Maine and a highly successful home agent workforce to support the client's loyalty program and on-site clinic inquiries.

Xerox's proprietary Achievement Based Compensation (ABC) program is a major driver in the success of the solution. ABC rewards agent performance with increased pay; in this particular program, ABC was tied to the agent's customer satisfaction (CSAT) scores. As the CSAT scores increased, so did the agent's hourly pay resulting in a win for the agent – and a win for the client.

Agents are proactive in maintaining high CSAT scores, asking for coaching and looking for opportunities to educate and positively influence customer spend habits. Because

ABC works to empower agents, they are comfortable moving away from scripting to fully engage with customers, creatively resolve problems and fully answer loyalty program inquiries to create an exceptional customer experience. Xerox's Home Agent program is successful in large part to the self motivating and regulating nature of ABC.

Additionally, Xerox helps the client track changes in customer behavior and product trending through advanced call coding and customer survey processing. The results help the client adapt their programs to meet consumer preference for greater success. Xerox also provides mail order fulfillment processing to support customer requests for items and information.

The Results

Measurable improvements were seen after ABC was implemented including a 9 percent increase in quality scores after just six months. Overall customer satisfaction improved, as did service levels. The client continues to see steadily increasing agent performance and a low attrition rate.

- 340 Basis point CSAT improvement
- 22% AHT Reduction | 8.6 à 6.7 minutes
- 9% Quality increase
- Low attrition

You can learn more about us at www.xerox.com/businessservices.



Sector: Consumer Goods and Retail

Solution: Achievement Based Compensation

Client: Leading Pharmacy Retailer

Challenge: Loyalty program support

Results: Increased CSAT and Quality scores

The Bottom Line

Their rewards program was highly successful, but this retail pharmacy knew that an exceptional customer experience

was vital to keeping the program healthy and maintaining customer loyalty. Xerox's solution won both customer and agent loyalty.