

Enhancing Patient Support: Contact Center Transformation for **Global Healthcare Leader**

INTRODUCTION

This global healthcare leader brings 20+ years of clinical excellence through nearly 20 distinct support teams. When this leading provider needed to overhaul its fragmented patient and employee support infrastructure, the organization collaborated with COPC.

Through a comprehensive operational assessment and strategic implementation across all 20 support teams, the projected results are transformative. COPC conducted an in-depth CX assessment, mapped seven critical service journeys, and developed detailed action plans for 11 specialized work streams ranging from data governance and knowledge management to quality assurance and workforce management.

The total financial impact demonstrates how process excellence transforms healthcare contact centers into engines of measurable value, establishing a sustainable, scalable foundation for ongoing enterprise service excellence.

THE CHALLENGE

The client faced critical operational challenges that were severely impacting both patient care and financial performance. Inconsistent service delivery across support teams created frustrating patient journeys and high friction points. Simultaneously, siloed processes and redundant systems resulted in bloated operational costs and longer customer resolution times.

Technology disparities further hindered the organization; a complete lack of standardized systems across teams hindered data sharing and created ongoing IT maintenance challenges.

\$41.2M Total strategic value and financial impact projected through comprehensive process excellence and contact center transformation.

\$41.2M

Total strategic value and financial impact projected through comprehensive process excellence and contact center transformation.

THE SOLUTION

COPC delivered a structured transformation program focusing on discovery, strategic sourcing, and operational alignment to establish consistent technology and revenue architecture.



Discovery & Transformation

Conducted an in-depth CX assessment across all 20 teams, mapped 7 critical service journeys, and deployed detailed action plans across 11 specialized work-streams, including Journey-Based Technology Design and VOC data analysis.



Technology Sourcing Acceleration

Accelerated a stalled CCaaS RFP by introducing targeted vendor demos, a comprehensive scoring rubric, and cross-functional alignment, delivering executive consensus on a single, unified solution in just three to four months.



BPO Sourcing Excellence

Assessed partner contracts and operations to eliminate redundancies. COPC identified immediate opportunities through contract restructuring and designed a path for strategic outsourcing expansion.



Operational Alignment

Unified reporting, analytics, training, and performance management to optimize resource allocation, eliminate technology silos, and build a sustainable foundation for customer experience excellence.

THE RESULT

The comprehensive operational overhaul successfully optimized resources, reclaimed missed profits, and created seamless interactions for patients and employees alike.

\$25.5M

Projected annual cost savings achieved through operational efficiency gains and strategic BPO sourcing.

\$12.8M

Total BPO savings, combining \$1.2M from contract restructuring and \$11.6M via outsourcing expansion.

\$15.7M

In additional revenue generated by reclaiming missed profits and expanding financial performance.

3%

Improvement in patient acceptance rates by closing process gaps that previously rejected eligible individuals.

Founded in 1996, COPC Inc. is the global authority on transforming customer experience (CX) operations. As the pioneer of CX certification and the architect of the COPC CX Standard, the company provides the rigorous management framework iconic brands rely on to unify the service journey across every channel. COPC Inc. is the only firm that provides all the advisory, research, training, certification, technology and implementation expertise necessary to bridge the gap between high-level CX strategy and operational execution. By taking a methodical, journey-first approach, COPC's seasoned experts do more than just deliver a strategy; they implement the required changes to optimize performance, drive brand loyalty, and future-proof CX operations.

COPC Inc. is headquartered in Winter Park, FL, United States, with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com



Learn more at copc.com