

# Case Study: Inbound call center services

85%+ reduction in call abandonment rate



## Client Background and Context

Leading DME companies providing CPAP suppliers in the USA market.

Client was facing:

- High call abandonment rate at inbound services call center
- Increased waiting time for its customers
- Increasing complaints regarding unsatisfactory customer experience
- Looking for partners to overhaul inbound call center



## Solution



Implemented tools for detailed assessment of call volume arrival patterns



Dedicated Manila based resources offering extended working hours flexibility and weekend coverage



Implemented value add features like voice mail option & automated input data integration within automated greetings



## Impact Delivered

### Performance



**85%** reduction in call abandonment rate (25% -> 4%)



**90%** calls answered within 20 seconds

### Financial



**~2.5x** increase in collections within 1 month (\$21k to \$48k per month)



**30-40%** cost savings vs. inhouse provider call center