



WARPDRIVE
TECH WORKS

Customer Success Stories

Embracing innovation to drive new value for your organization

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Industry: Healthcare & LifeSciences

Not all Superheros Wear Capes: Some Wear Scrubs- Supporting the Heroes in our Communities

This client is a global health group, which was established in 2001 and grew exponentially into a hospital network. With 26 hospitals across 16 cities in India, the network currently caters to 80,000 patients per month. Additionally, surgeons perform around 3500 surgeries monthly across this hospital community. This health group also has international subsidiaries in Malaysia, the Cayman Islands and North America.

Solutions

- Query management system was set-up with multiple funnels for increased lead sources
- Packages combining allied treatments were designed
- Legacy hospital management system was integrated smoothly with the Salesforce Lightning platform

Service
Cloud



Sales
Cloud



Challenges

- Providing prospective patients a uniform quality of service during their engagement period
- Improving productivity in sales and service teams
- Using technology as a key enabler for achieving productivity goals
- Building and supporting a robust patient management process
- Streamlining the enquiry management system to give a 360 degree view of each patient

Benefits/ Results

- Single platform which captures all prospects with ease
- Targeted marketing campaigns
- Better ROI tracking on campaigns
- Increased productivity of sales team, leading to increased foot-falls
- Improved follow-up processes, which boosted patient loyalty and community support
- Clear visibility of revenue pipeline, leading to increased predictability in income forecasting



Industry: Healthcare & LifeSciences

Making Everyday Health Experiences better than just 'Everyday', with Digital Insights

This client is a global healthcare company with 95 years of experience and leadership in diabetes care. The client has production facilities in eight countries, as well as affiliates or offices in 5 countries.



Solutions

- Round-robin assignment for each queue, with versatility for shift-working timesheets and leave applications.
- Service console with milestones and escalation to resolve cases faster within SLAs.
- Staff can re-open a case with ease.
- Internal communication feature - cases are created and assigned to the team automatically. The case raised will be directly sent to the next target team in case of absence or unavailability.

Service
Cloud



Sales
Cloud



Challenges

- Unable to remedy system inefficiencies as operations expanded.
- System was not equipped to capture all 30 mailboxes.
- Manual allocation of cases was time-consuming.
- Lack of visibility in the service process and no clear KPI's were set.
- No metrics/process for FCR.
- CSAT was an issue due to poor visibility of the systems.
- Real-time reporting was not available.

Benefits/ Results

- Standardised, automated allocation across all departments.
- Proper channels to identify and respond to unattended/unhandled cases.
- Valid survey requests.
- TAT was significantly reduced.
- CSAT scores were improved.

Industry: Healthcare & LifeSciences

Consultation Convenience for a Contemporary Healthcare Service

This client is a healthcare service provider that was established in 2014. Originally, it was an online platform for delivery of medication, and it then expanded its services to doctor consultation and diagnostic functions.

Solutions

- Built a call center command guide using leads on Sales Cloud to automate the calling process.
- Using Service Cloud enabled clear visibility of customer accounts and service requests for the support team to track. This allows them to respond to service complaints, requests and inquiries with ease.
- Integrated the internal system - maintaining stored data - and smoothly transferring customer accounts to the new system. This gives the sales and service team a 360 degree perspective of each customer's journey,

Service
Cloud



Sales
Cloud



Challenges

- The internal processes in the client's call center were all manual, and the original platform was unsuited for tracking and implementing customer data.
- Unclear visibility of their sales and their service processes - the client had no insights on their customers' journeys.
- A clear stagnancy in call center success, and process tracking.

Benefits/ Results

- Increased efficiency of the call center experience - from lead prospecting to qualified lead closure.
- Ensured that the call center is automated and is easily configurable for any new advertising campaigns.
- Streamlined the service process to supply insight on customers that have engaged with the business.
- Supported any customer queries by identifying and efficiently responding to placed orders.