



New Era Improves Customer Care Experience for Apria Healthcare

Case Study

Apria Healthcare
www.apria.com

Summary

Apria Healthcare is one of the nation's leading providers of home respiratory services and critical medical equipment. Headquartered in Lake Forest, California, Apria serves 1.8 million customers a year across the country through 350 offices. Apria offers essential medical equipment that demands accurate and timely delivery.

Challenge

Due to hyper-growth from the past decade, Apria Healthcare was unable to maintain its standards for customer service for both its' logistic operations and customer care organization. Due to the significant growth, Apria's offerings expanded, and additional layers of routing and skills groups were forced without the ability to add agents. This process created complex routing requirements that were difficult to administer and lacked robust real-time reporting, giving Apria minimal visibility to make real-time decisions for staffing and scheduling.

Solution

Apria identified the critical need to streamline operations to simplify their process and make it easy for customers to buy from them. After an extensive evaluation process versus the leading ACD providers, Apria selected New Era Technology to provide a contact center and to deliver a comprehensive customer experience platform to alleviate these pain points.

Process

As Apria experienced significant growth and their offerings expanded, Apria's reliance on a former cloud service offering created inefficiencies in customer services and higher operational costs. Apria was forced to introduce additional layers of routing and skills groups without adding agents. This process created a complex set of ACD routing requirements and customized IVR workflows. These requirements and workflows were not only challenging to administer, but the system also lacked robust real-time reporting, giving Apria little visibility to make real-time decisions for staffing and scheduling of resources.

Additionally, Apria's contact center relied on global carriers who were routing phone calls inefficiently and significantly exceeding their annual budget. This experience had the cumulative effect of customers not getting their questions answered promptly as well as being transferred around the contact center until the right person was available. Apria knew a problem existed but was unable to address it because they lacked the correct data and ability to route calls to the right support group. Apria identified the critical need to streamline operations to simplify their process and make it easy for customers to buy from them.

After an extensive evaluation process versus the leading ACD providers, Apria selected New Era Technology and the CloudBlu™ platform as their long-term business partner for customer care. Apria selected New Era Technology for the ability to execute the scalable and reliable Cisco HCS platform and to work with New Era's skilled development teams to truly integrate the Cisco platform into Apria's overall business process.

New Era's goals for this project were to improve the overall business process for customer care, to streamline skills-based routing while simplifying how customers interact with Apria and to eliminate high telecom costs. New Era's long-term goals were to introduce new features such as omni-channel, virtual assistance, mobile application integration, and other next-generation channels.

New Era's skilled contact center consultants worked to redesign Apria's overall customer care call-flows. Additionally, New Era leveraged Cisco's Precision Routing to reduce complexity significantly and to deliver calls to the right agents the first time. Apria was able to save millions a year in carrier costs by using Cisco's IP-based routing and reducing take back and transfer costs.

“Working closely with Apria’s business units, New Era Technology vastly reduced the level of operational and telecommunications related complexity, required by their prior solution. CloudBlu’s stability vastly increased solution and agent performance reporting metrics, and breadth of options, has fundamentally improved Apria’s efficiency and driven cost out of their enterprise.”

— Carl Ramey, Sr. Business Development Mgr., New Era - CX

Outcome

Apria’s primary business driver for this project was to reduce customer care complexity and lower costs. Apria lacked visibility into the solution platform, which otherwise could have averted performance issues or at least helped to reduce the significant amount of solution downtime experienced with their previous cloud provider. New Era Technology’s CloudBlu solution provided Apria with a range of dashboards and automated tools to quickly identify and isolate network versus contact center-related issues and deep performance metrics, providing an advanced warning system of potential issues. Over time, the increased visibility and performance data allowed Apria to address key network and process improvements, driving further enterprise stability and performance.

With this implementation, Apria now has real-time reports and dashboards that give them greater visibility into their operations, allowing managers to increase agent utilization and increase productivity. Whereas their prior hosted solution struggled to provide more than the most basic reporting needs, managers, supervisors, and leadership were now able to quickly and easily obtain the granular level of detail needed to improve efficiency and effectiveness of their agent resources. Rules-based access controls allowed authorized users to create their own customized reports to fulfill their specific needs. Additionally, through a CXO lead collaboration, Apria’s IT and business units now realize greater synergies by leveraging each group’s strengths.

Working with New Era Technology provided a stable, highly-automated single contact center for all in-house and outsourced agents at Apria Healthcare. The cloud platform provided the flexibility and technology shift Apria desired to ensure their standards and process for customer care were improved.

Want to learn more about this project or solution?

Call us at 877-696-7720 or send an email to solutions@neweratech.com.