

## J&B Medical Supply Co.

Eliminates 2+ Minutes of Agent Time Per Call



### Business Challenge

This medical supplies distributor provides medical and surgical products to patients, caregivers, health systems, clinics and first responders. They were focused on continued growth, which also meant hiring more and more expensive customer service representatives (CSRs). There was simply too much work not to hire more people. But hiring, training, and retaining CSRs was very expensive and time-consuming, especially given their location and how complicated Life Sciences can be. These costs were stifling growth. Senior leadership felt that if they could automate more calls (or portions of them), sustainable growth and margins could continue.

Given the stringent requirements of HIPAA, every single caller had to go through a complicated identification and authentication process that took agents over three minutes on average and was often executed inconsistently. If they could automate this process, it would shorten time on the phone with an expensive CSR and actually provide more consistent and secure access to information.



### Solution

SmartAction, in cooperation with J&B's customer service team, designed a comprehensive, HIPAA compliant speech-based Account Authentication process, which required callers to correctly identify at least three pieces of personal information. This solution was effortless for the caller and used all the best practices many CSRs had been using; the difference was that IVA® did so consistently and in less time. Regardless of whether the caller was fully authenticated or not, all information captured by IVA® was always passed to the CSR so they could pick up the call from where IVA® left off. J&B was appropriately skeptical of success, given the elderly demographic and the perceived reluctance this population would have talking to a machine, but the results told a different story.



### Success by the Numbers

- **96%** of patients engage with IVA®
- **70%** of engaged patients are fully authenticated
- Saved approximately **\$200,000 per year** in agent cost by reducing Average Handle Time for authentication from **210+ seconds to 87 seconds**, an estimated 60% decrease

**"SmartAction has been a long term partner and has allowed us to automate many of our simple to medium complexity calls, freeing up resources to focus on more value added activities. SmartAction has been a true collaborator as we continue to evolve our business."**

-Dr. Stephen Shaya, CEO  
J&B Medical Supply