

Life Sciences

Client Spotlight: JB Medical Supply Co.

"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



The 8 Things You Need to Know

1. J&B Medical Supply Co. provides medical and surgical products to patients, caregivers, health systems, clinics and first responders.
2. Like all medical supply distributors, J&B is held to strict rules set forth by HIPAA.
3. For years, the company had relied on their customer service reps to properly authenticate callers. **As the company grew, so did call volumes.** Soon, J&B needed to hire more agents.
4. **More agents = higher costs.** They wanted to reduce the overall cost of live agents and introduce automation, but HIPAA caller authentication is very complicated.
5. J&B began working with SmartAction, and implemented IVA® to authenticate callers.
6. IVA® is **HIPAA compliant** and completely authenticates approximately **three-quarters** of all callers.
7. Every authenticated call handled by IVA® now **eliminates over two minutes of agent time** on the phone.
8. J&B's agent population has shrunk and they've seen an average yearly savings of **\$200,000**. They have also reduced agent attrition, which is important given the scarcity of skilled labor in the region.