ClickFox
digital patient journeys

Digital journeys' insight improves prescription refill service

Key challenges

One of the nation's leading diversified healthcare benefits companies serves approximately 37.2 million people with information and resources to help them make better informed decisions about their care. The company's customers can request prescription refills and retrieve their order status automatically from a speech-enabled, interactive voice response (IVR) system, 24 hours a day, seven days a week, helping the IT department manage live agent support costs and provide higher quality service.

Though customers have the option of self-serving through the IVR, a significant number of customers were still opting out at various points in the ordering process, often transferring to live agent support. Customers also complained that the entire process for prescription refills or order status simply took too long. In short, 25 percent of customers were failing to successfully enter their Rx number in multiple IVR self-service flows.

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Atos

The Atos solution

In search of a clear, quantifiable picture of customer behavior and an understanding of their digital experience, the company turned to ClickFox Customer Experience Analytics (CEA) to help them understand and analyze how customers were moving through the automated prescription refill and order status processes. Their aim:

• Increase self-service prescription refills and order status rates;
• Reduce the time it takes to refill prescriptions in the IVR; and
• Reduce calls to customer care.

Using the organization's existing customer data, ClickFox created a customer traversal model with visual journey mapping, which showed the exact movements through the IVR system by customer segments, tracking actions taken before, during and after each point in the refill process. This pattern analysis revealed that a major bottleneck with these transactions occurred at the automated collection of customers' prescription numbers.

When submitting a prescription refill request, or when looking up an order status using a prescription number, customers were required to enter or say a 10-to-12-digit prescription number. ClickFox quantified that more than a quarter of all customers were failing to refill prescriptions and transferring to live agents.

Almost 60 percent of these customers' inputs were initially rejected, requiring the caller to repeat the prescription number entry, resulting in a frustrating, less than ideal customer experience. This analysis supported changing the prescription number collection prompt in both the prescription refill and order status flows, requiring callers to enter or speak only the last 4 or 5 digits of their number.

ClickFox also identified callers attempting to check an order status immediately after submitting the refill request, before the order was actually available for reporting or retrieval in the IVR. Data insight from journey mapping identified an opportunity to reduce customer frustration by properly setting caller expectations and using the system to let customers know when their submitted order would be processed and how soon they could check back in the system on order status.

Delivering the benefits

The results speak for themselves. The company increased in-call completion rates within the IVR system, decreased caller transfers to live agents in the refill process and achieved a better customer experience overall. Using ClickFox, the company drove a 23 percent increase in customer success rates at the prescription number collection prompt. Caller failure rates decreased by more than 42 percent, and self-service prescription refill success rates increased by 7 percent.

Overall, the company achieved a 2 percent increase in self-service closure rates, with approximately 45,000 fewer agent transfers for prescription refills and 2,104 fewer transfers for order status updates. This translated into $370,000 in savings for the company. Callers not only experienced greater success rates and fewer errors, but also the average duration in the refill process decreased 11 percent, indicating a significant improvement in customer experience.

Outcome

This leading health care benefits company now relies on ClickFox to provide insights, validation and quantifiable impact analysis quarterly. Knowing and understanding customer behavior using ClickFox CEA has enabled the organization to enhance the experience of customers wanting to refill prescriptions or inquire about their order status, resulting in an improved process and lower costs.

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