



Protocol Global Solutions Case Study

Pharmaceutical companies make best practice DTC response capture even better.

CHALLENGE

- To develop a cost-effective method of building consumer awareness of specific pharmaceutical brands and encourage consumer interaction using DTC (Direct to Consumer) marketing.

SOLUTION

- Protocol Global Solutions creates "call-responder-to-record" conversion model.

RESULTS

- Improved conversation rates by completing more calls in a more cost-effective manner.
- Optimized marketing spend.
- Savings realized through a disbursement mix of IVR and live agent calls – both US and off-shore.
- Increased brand awareness via "Click" technologies.

To discover how Protocol can add value to your customer relationships, call 1-800-677-2001 or visit www.protocolglobalsolutions.com.



The Challenge

Today, pharmaceutical companies are looking for a cost-effective way to build consumer awareness of specific brands, while at the same time encouraging them to have a more interactive dialogue with their HCP (Healthcare Provider) about the possible use of particular drugs to potentially treat a condition. These companies maintain large media budgets that support awareness advertising campaigns. These campaigns provide a call-to-action (via a toll-free number for additional information) for both branded and unbranded advertising campaigns.

To keep the call center/information capture cost at an acceptable level, and have the capacity to handle burst activity that accompanies direct response television advertising, many pharmaceutical companies have opted to utilize an automated IVR platform. However, many callers are uncomfortable with interacting with an automated system - especially when it comes to querying them about their medical situation - and thus they don't complete the call process. The call record is unfinished, and a potential patient is lost.

The Solution

Protocol addresses the situation by creating a cost-effective, high "call-responder-to-record" conversion model that utilizes both call center live agents, as well as overflow IVR capabilities. By working closely with a specific brand, Protocol customizes a mix of live agent vs. IVR to achieve the balance of cost and record conversion that meets the brand's cost and marketing goals. State-of-the-art technology, including real time business and process rules dictate when and where a call should be handled - through U.S. and off-shore call center agents. Call conversion rates for both services are closely monitored to ensure that all cost and conversion goals are met.

The Result

Conversion rates are dramatically increased in the most cost-effective manner, typically generating conversions of live agent calls in the 80% conversion range and IVR in the 60% range. This results in a net 70%+ overall conversion. Market spend is optimized and savings maximized. Additionally, internet responders have the option to utilize "Click" technologies (Click to Chat, Click to Call, Co-Browse/drive the user through the website) to help capture the users' interests and endear them to the brand. This is especially important with higher cost drugs that may have a smaller patient population universe.

About Protocol Global Solutions

Protocol is your single source for contact center services focusing on customer service, lead generation, sales, customer acquisition and retention. With over 2,200 employees in 8 locations worldwide, we proactively add value to the relationships between our clients and their customers with depth and experience across a diverse range of verticals and services.

