



Contact center outsourcing engagements are moving toward a partnership model evaluated on both operations and business impact.

- Traditional contact center outsourcing services primarily focused on individual operational services
- Now increasingly clients look for value-added services to be included in contact center outsourcing services

COMPONENTS OF A MODERN-DAY HEALTH CARE CONTACT CENTER

STRATEGY



VALUE-ADDED SERVICES



PERFORMANCE
MANAGEMENT &
REPORTING



CUSTOMER
RETENTION
MANAGEMENT



CUSTOMER
ANALYTICS



CHANNEL
MANAGEMENT

OPERATIONAL SERVICES



CUSTOMER
SERVICE



PAYMENT
COLLECTIONS



ORDER FULFILLMENT
& TRANSACTION
PROCESSING



INBOUND
SERVICES



OUTBOUND
SERVICES

CUSTOMER INTERACTION TECHNOLOGY



NEXT-GENERATION CONTACT CENTER OUTSOURCING



Next-generation customer care is about increasing impact while reducing customer effort



Increased focus on integrating customer care processes and next-generation technology to drive desirable customer experiences



Includes a structured and integrated multi-channel communication environment