

Increasing MICC Compliance and Efficiency

Challenge

A specialty pharma company were experiencing complaints regarding their existing Medical Information Call Center (MICC) due to a high call abandon rate.

They required a robust, scalable solution with the flexibility to support global call intake, triage, and follow-up for consumers, patients, and healthcare professionals.

Approach

Qinecsa provided Medical Information Call Center services in eight languages to support global 24/7/365 coverage.

Particular focus was placed on caller experience, including investing in internal training and people development, to ensure call handling times were reduced in line with client and caller expectations.

Increased customer outreach, line testing, and dummy calls enabled the Qinecsa team to consistently deliver to high level of quality, while the call management system enabled a robust and cost-effective end-to-end call center service.

Outcome

Adherence to client KPIs within a three-month period, ensuring sustained quality, compliance, and timeliness.

Reduced call handling time through efficiencies in call management.

Trusted relationship, meaning client resources to manage the MICC engagement are now considerably reduced.

This client satisfaction has recently resulted in expansion of scope to support additional activities.

Qinecsa