



CUSTOMER SUCCESS STORY:

NATIONAL RETAIL PHARMACY CHAIN PRESCRIBES PROACTIVE APPROACH TO REFILLING MILLIONS OF PRESCRIPTIONS

CSG Interactive Messaging enables patients to refill medications with ease

BUSINESS OVERVIEW

For millions of people, refilling a prescription is a regular monthly occurrence. And with each of the 4 billion prescription refills issued in the United States every year, there is an opportunity to deliver a convenient, pleasant patient experience, increase patient loyalty and create a more predictable revenue stream.

One North American retail pharmaceutical chain sought to capture that opportunity—and automating its prescription refill reminders seemed to be the best approach to achieving its goals. But the company wanted to ensure that it continued to provide a differentiated patient experience.

The result? Today, CSG Interactive Messaging makes approximately 30 million outbound calls each month to the company's patients and handles more than 500,000 inbound monthly calls in response to outbound notifications.

On the inbound calls, the refill completion rate tops 50 percent. On the outbound calls, over 43 percent of all 'Live Answer' calls result in a successful

prescription refill. In addition, the solution has been expanded to support flu shot reminders and is positioned to support notifications to consumers when prescriptions are ready for pickup.

THE SOLUTION

The company enlisted CSG to deploy the CSG Interactive Messaging Refill Reminder application to deliver a highly cost-effective way to automate the prescription refill process. The Refill Reminder application notifies patients when their prescription refills are due through an Interactive Voice Response (IVR). Patients also have the option of calling in and using the automated solution to navigate their own prescription refills in a few easy steps.

The outbound application calls patients to remind them to refill their prescriptions, and lets them do so on the spot, even if they don't have their prescription or payment handy. The process is simple and easy—and only takes one minute to complete.



TOGETHER, YOU WIN.

Through the inbound application, patients call the service to refill their prescription. Both the caller ID and the callback number on the answering machine are handled by CSG's IVR, decreasing callbacks to the company's call center.

To ensure an optimum patient experience, CSG implemented a web services interface to verify, in real-time, that inventory is available and the prescription hasn't been refilled before any call is made to the patient. This has greatly reduced the number of invalid refill requests, guaranteeing a valuable experience for the patient and eliminating duplicate refills for the company.

PATIENTS RAVED AND SATISFACTION SCORES INCREASED AT A MAJOR RETAIL PHARMACY CHAIN WHEN IT IMPLEMENTED CSG INBOUND/OUTBOUND PRESCRIPTION REFILL REMINDER SOLUTION. MORE THAN PAYING FOR ITSELF, THE PROGRAM GENERATED A 627 PERCENT RETURN, AVERAGING AN ADDITIONAL REFILL PER PATIENT, PER YEAR AND DELIVERED AN ENTIRELY NEW APPROACH TO REFILLING PRESCRIPTIONS.

THE RESULTS

The retail chain has experienced numerous positive results by leveraging CSG Interactive Messaging, including:

- > **Significantly higher revenue.** Assuming no more than a 2 percent increase in prescription refills, the program generates a 627 percent return over the company's monthly costs. The success of the program has prompted the company to work with CSG to develop additional notification options, such as prescription-ready notifications and prescription rewards reminders
- > **Higher patient satisfaction.** Patients rave about how easy and convenient it is to refill prescriptions and know when it's time to pick them up. The company attributes higher satisfaction rates to its growth in prescription refill volume. The system has on average enabled staff to fill one additional refill per year per patient
- > **Operational efficiency gains.** The inbound/outbound system keeps pharmacy staff busy during slow periods—particularly in stores that are open 24 hours—optimizing staff resources and productivity
- > **Trusted advisor status and robust infrastructure.** Patient satisfaction continues to go up even as call volumes grow. By working with CSG, the company has been able to lower per-minute carrier costs, avoid platform build-out and technical support expenses, get industry expert opinions for application enhancements, and leverage a technology partner that can flexibly and reliably handle business changes



TOGETHER, YOU WIN.



CONTACT US

Personalized, seamless and effective communications are critical for building customer loyalty and your bottom line. CSG has collaborated with industry leaders in retail, financial services, pharmacy, travel, telecommunications, freight and logistics to implement comprehensive inbound and outbound calling strategies to achieve their desired business results. Whether you have a single project to kick off or need to compete more effectively with a comprehensive interaction strategy, we'll work together with you to ensure that your strategic customer interactions are more precise, more personal and more engaging. Contact us to discuss how CSG's strategic Customer Communication Management solutions can position you for greater success at www.csgj.com.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgj.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).