Alphanumeric
SYSTEMS · INC

SETTING A NEW STANDARD FOR RESPONSIVENESS

Alphanumeric delivered a highly effective, multilingual clinical application service desk for one of the world's leading pharmaceutical and healthcare companies—all in less than one month.

BACKGROUND

Alphanumeric has nurtured a long-term partnership with a global pharmaceutical and healthcare company by being a responsive and reliable IT services provider. The healthcare company was in a bind because the vendor who was managing their IT help desk supporting clinical trials was acquired, then decided to move operations, which subsequently put service levels in jeopardy and ended the contract. The healthcare company quickly put out an RFP for multilingual help desk services to support end users of its clinical studies and Alphanumeric answered the challenge.

CHALLENGE

Because the existing vendor gave little notice about transitioning out of the business, the healthcare company required a very aggressive implementation schedule. Also, the quality of customer service required to support clinical trials was a high priority. Alphanumeric won the contract for three reasons:

• We understood the healthcare company's business and customer service priorities.

• We took a risk and started working before the contract was awarded so we could hit the ground running and be better prepared to meet the one-month implementation deadline.

• We had a track record of delivering a high-quality help desk with the right technology, a top-notch training platform, best practices and more.

Keys to success included understanding the customer's mission-critical business functions, staying flexible, and preparing for operations even before the contract was awarded.

SOLUTION

With an incredibly short implementation timeline of one month, Alphanumeric worked closely with the company to tailor the 24x7 service desk and training to their business and ensure that the transition would be seamless to end users. The service desk supports 20 applications specific to clinical trials and addresses the customer service and training needs of analysts in 14 languages.

Alphanumeric offered much more than just high-performance help desk technologies and services to effectively respond to issues. Its hosted learning services platform, known as Juke Box, encourages rapid e-learning and continuous improvement. Juke Box presents coursework, or "songs," in a personalized menu that gives service desk staff a fun way to keep up with training. This innovative training platform has more than 200 "mock" calls so analysts supporting clinical trials learn how best to handle a variety of calls. The solution also includes:

- State-of-the-art Interactive Voice Response (IVR) and incident tracking systems

- Best practices for effectively handling Level 1 and Level 2 escalation and ensuring the highest quality customer service

BUSINESS IMPACT

With the help of Alphanumeric, this large, global healthcare company was able to turn a difficult situation into a positive change that not only avoided disruption, but put in place a world-class, multilingual service desk operation and learning platform positioned for the future.

- Rapid implementation and seamless transition

- Customer service improvements with no downtime, minimal call wait times and more than 60% first-time call resolution

- Maintains a positive customer satisfaction rating from greater than 90% of respondents

- Service desk analysts stay current on a range of topics and applications using an innovative training platform hosted by Alphanumeric

The success of the Level 1 clinical application service desk led to expanding the contract to include Level 2 calls and an IT service desk supporting the company's sales organization. Alphanumeric also provides IT outsourcing, PC procurement and other services.

This enterprise-wide partnership improves day-to-day business operations and allows the customer to see synergies across different groups and identify new areas of improvement.

ABOUT ALPHANUMERIC SYSTEMS

Alphanumeric Systems, Inc., is a leading information technology and learning services company, helping commercial and government customers apply technology strategically and cost-effectively, so they can exceed their business goals. Our expertise is in finding the right solution to best match our customers' needs and budget and then delivering as promised. We are known for our responsiveness and flexibility. No project is too small.

Alphanumeric has more than 30 years of industry experience and is based in Raleigh, North Carolina, with operations in the U.S., Canada and the United Kingdom.

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