Optum

Case Study

Increased customer service team to more than 30 members and generated more than $3 million in sales revenue

Industry: Healthcare

Client: Optum is a health services provider offering pharmacy and care solutions as part of UnitedHealth Group

Timeframe: 2011-present



The Client

Optum, a leading health services company and part of UnitedHealth Group, delivers innovative pharmacy benefits management (PBM) solutions through its OptumRx division. OptumRx focuses on improving access to affordable medications, enhancing patient outcomes and streamlining healthcare delivery.

AnswerNet's support includes inbound customer service (sales, general inquiries and customer retention), lead generation, tier 1 tech support and email.

The Challenges

The client had two primary goals:

- Increase ability to handle call volume within current service level expectations
- Work within a reduced budget that no longer allowed the client to keep its customer service team internal

$3 Million

In sales revenue over 2 years

The Solution

Some of the critical components of our client's inbound customer service and lead generation program:

- Deployment of an interactive voice response (IVR) system to efficiently route incoming calls and carrier redundancy to ensure zero downtime
- A secure environment certified for PCI Level 1, SOC 2 Type 2 and HIPAA compliance
- Skills-based routing to connect callers with appropriately trained agents
- Warm transfer functionality for seamless handoffs from AnswerNet to the client's internal team
- Daily reporting of all KPI and service level metrics and a quality assurance (QA) program with scoring, monitoring and regular calibration sessions with the client
- Workforce management to align agent availability with call volume and meet service level targets
- A ticketing system to track and resolve all customer service issues within defined turnaround times

The Results

A team of more than 30 members handling customer service consistently delivered fast response times with 84% of calls answered in under 30 seconds. The team also achieved an average retention rate of more than 38% for items customers initially intended to return and contributed to $3 million in sales revenue over a two-year period.

For more information, call, text or visit us online.

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