

After-Hours Phone Support for New Product Launch

Customer Situation

Our Client, a global leader in the medical device industry, targets sleep-disordered breathing, chronic obstructive pulmonary disease, and other chronic diseases. They have been pioneering new and innovative devices and treatments for more than 25 years. This client has recently launched a new ventilator that provides invasive and non-invasive ventilation for patients weighing more than 11 lbs. This new product is primarily utilized in the extended care market. NovasYTE has partnered with them to provide additional patient and caregiver support for this product launch.

NovasYTE Analysis & Recommendation

As our Client commercialized this ventilator, NovasYTE identified a gap in their support coverage. They were equipped internally to handle incoming technical and clinical calls during daytime hours with their current staff. However, due to the ventilators nature as a life-support device, our client was challenged with having the necessary bandwidth with this same team to cover support calls after-hours and on weekends. NovasYTE understands the importance of collecting data around call times, call volume, and most importantly successful outcomes.

NovasYTE built a team of eight Certified Respiratory Therapists (CRT) that were cross-trained on both the technical and clinical aspects of the ventilator. NovasYTE was responsible for all recruitment, deployment, CRM, phone systems, analytics, and expense management. The NovasYTE call center VoIP solution delivers reliable mobile, flexible, affordable and cloud-based communications. The CRM solution captures the data from the CRTs around each patient/care giver interaction.

Business Impact

NovasYTE provides greater bandwidth capability for our client's internal team for this life-support ventilator. The overall business impact is as follows:

- > 7,000 hours of annual clinical phone support
- > 60% less time burden on client resources
- > 24/7 clinical hotline provides a value-added selling feature to potential customers
- > Additional flexible field resources available