



COMPANY

A global, innovation-driven biopharmaceutical business. More than \$33 billion in revenue, 61,000 employees in over 100 countries.

CHALLENGE

Streamline numerous, disparate IVRs from multiple vendors. Support frequent changes due to industry regulation.

SOLUTION

Consolidate on Angel's on-demand, cloud-based platform. Use embedded BI analytics and ability to make changes fast to improve caller experience.

RESULTS

Increased call containment. Saved \$1M per brand, per year. Gained holistic view across programs, brands, and voice applications.

A REMEDY FOR IVR GROWING PAINS

How does big pharma deal with the exacting demands of a highly regulated industry?

Ask John DiBrango, Channel Management and Governance Director for AstraZeneca Pharmaceuticals. His challenge: streamline the company's IVR systems and present a consistent, company-centric voice to the customer.

Pharmaceutical companies are subject to intense government regulation, resulting in a high volume of frequent changes to marketing programs. For AstraZeneca, add to this a complex tangle of interactive voice response (IVR) systems, grown over time and managed by multiple vendors across multiple brands. Turnaround for even a minor change could be as long as eight weeks. In this highly regulated industry where compliance is critical and changes arrive in an unrelenting stream, that was too long.

Escalating costs

AstraZeneca was also finding their managed, hosted solution too costly. Even minor changes could cost a bundle. "We would get charged two thousand dollars for one minor change—that became cost-prohibitive," DiBrango said. Also, caller containment rates were lower than desired. "We felt that the purpose of a good IVR was to provide great automation. If we were spending money to create an IVR, we wanted a higher automation rate."

Lack of a holistic view

Then there was the data. "We needed a holistic view of multiple programs for six different brands," DiBrango said. The company wanted to unlock the value of the data captured through its IVRs, but it was scattered across the IVR vendors, multiple programs and brands. "Although we had a lot of data dumps, we couldn't really do anything with it. There was no actionable reporting capability."

“ We were saving a minimal amount a couple of years ago. Now we’re well into a million dollars of annual savings per brand. ”

John DiBrango, Channel Management and Governance Director, AstraZeneca Pharmaceuticals

ANGEL BUILDS IT IN A WEEK

Angel replaced complex, disparate, and costly IVR applications with an enterprise, self-service voice solution in the cloud. Angel’s on-demand model supports immediate scalability without the costs of traditional IVR, while dramatically reducing the costs associated with hardware, software, maintenance and staffing.

AstraZeneca has chosen Angel as its voice system partner for the past few years. “We feel they have the market expertise,” DiBrango said. “We have Angel in multiple programs, not only for our call centers, but other call centers that we partner with. It becomes more integrated with what we’re doing.”

DiBrango points to a long list of what he perceives as Angel’s benefits: market expertise, established best practices, embedded BI analytics, a responsive and seasoned professional services team, low cost to entry, speed of implementation ... and a true partner mentality out to serve AstraZeneca’s needs across the board.

“When Angel came up to demo for us, they decided to build the whole IVR for one of our brands. They did that within a week. We had other folks come in and tell us what they *would* do ... the difference was that Angel actually did it, and showed us the IVR with our brand.”

Angel has since moved on to roll out more than just IVR applications for AstraZeneca and its brands. Additional solutions from Angel’s platform include SMS, click-to-call, live chat and mobile applications.

CALL CONTAINMENT UP—CUSTOMER EXPERIENCE IMPROVED

In approximately two years, AstraZeneca’s containment rate increased from 40% to 80%. But containment only tells part of the story. With the savings gained from moving to Angel’s on-demand solution, the company focused its resources on improving the customer experience. Customer surveys and focus groups, along with extensive testing, were used to iteratively change, test and finesse their newly streamlined automated voice self-service system. Post-call customer satisfaction survey results reflect customer approval of the new system.

MILLIONS SAVED PER YEAR, PER BRAND

As a result of caller automation, live agent calls were reduced by 80%. “That seemed to be a real a-ha moment for us, because of the savings. When you can reduce 80% of live agent calls, there is tremendous savings built in,” DiBrango said.

Cost savings didn’t end with caller containment. Angel’s cloud-based, on-demand model negates

hardware, software and staffing expenses. The unique Angel Site Builder Toolkit enables fast changes to voice systems; and embedded BI reporting from industry leading MicroStrategy allows for detailed, cohesive reporting on the voice systems. Altogether, it adds up.

“We were saving a minimal amount a couple of years ago. Now we’re well into a million dollars of annual savings per brand,” DiBrango said.

A MORE HOLISTIC VIEW

Now that data is coming through one system, brands can share best practices, and it’s now possible to gain a holistic view of programs. Changes are no longer held up by an offsite vendor. “We can make changes in real time that used to take anywhere from four to eight weeks,” DiBrango said.

“Things are working. They’re working across the brands—not just for one brand,” he continued, “There are a few things we want from an IVR partner. We want to improve our ROI. We want positive customer experiences. We want to improve automation. Those are the three key markers for us, and the reasons we went to Angel. And they proved it to us through the IVR.”

ABOUT ANGEL

Angel is a leading provider of cloud-based IVR and contact center voice automation solutions. The Angel solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>.

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