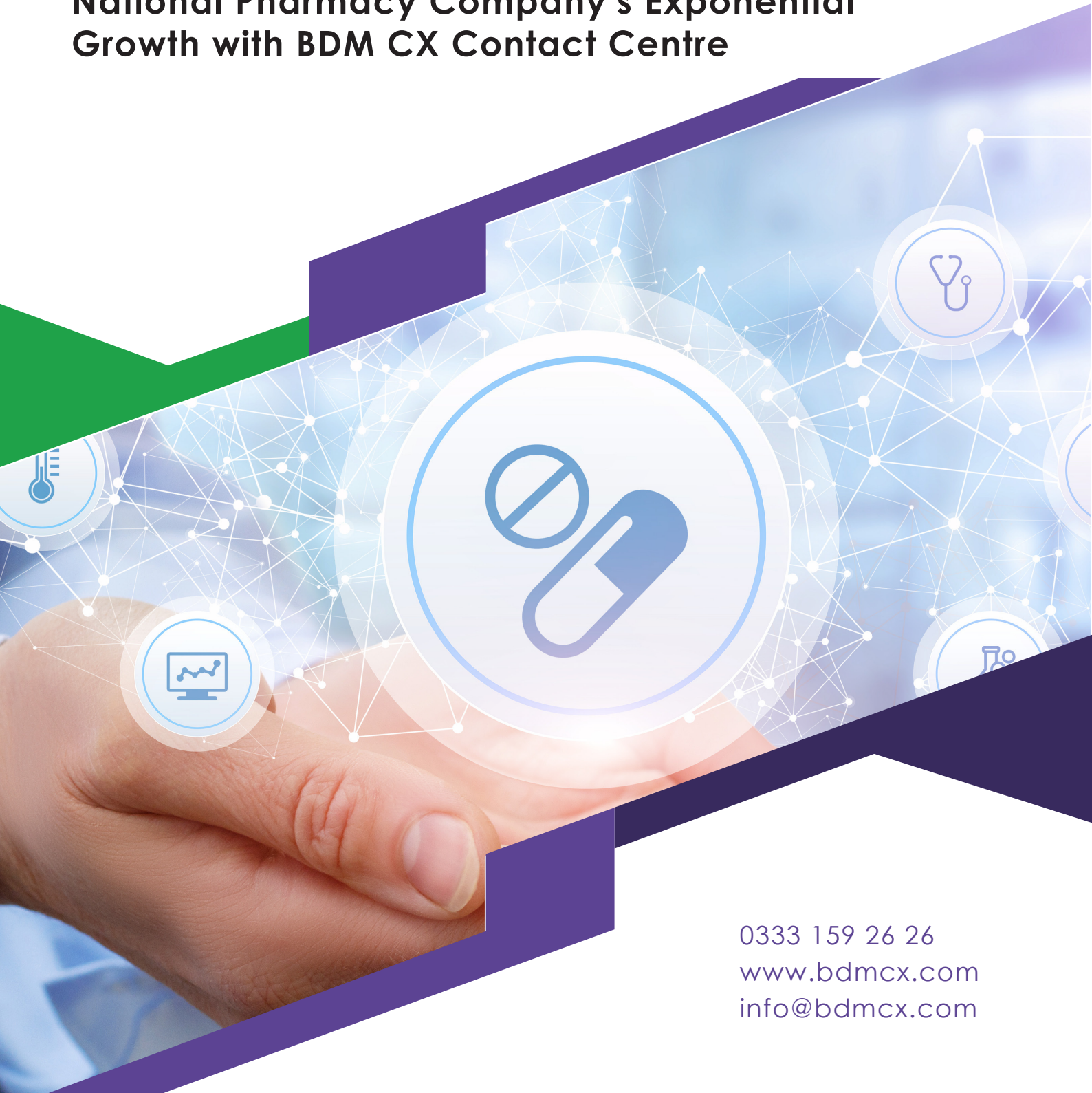


# CASE STUDY



**National Pharmacy Company's Exponential  
Growth with BDM CX Contact Centre**



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# Introduction

In an era where customer service plays a pivotal role in shaping the success of businesses, the pharmaceutical industry stands no exception. This case study delves into the remarkable journey of a national pharmacy company, which achieved disproportionate growth owing to the flexibility, robust processes, and competitiveness of BDM CX Contact Centre. Despite operating within a stringent regulatory environment, the company managed to meet and exceed patient demands, catapulting its expansion and market share.

## Background

Our clients in-house contact centre was struggled to keep up with increasing call volumes, resulting in long waiting times, patient dissatisfaction, and missed business opportunities. Our client had also experienced an increase in personnel costs as the result of their corporate structure and paygrade levels and associated benefits.



## Challenges



### 1. Regulatory Compliance

Our client faced stringent regulations governing customer interactions, data handling, and prescription fulfilment, necessitating meticulous adherence to compliance standards.



### 2. Customer Demand

With a rapidly expanding patient base, our client encountered escalating demands for prescription refills, medication inquiries, and general support, necessitating scalable and responsive patient service solutions.



### 3. Competitive Landscape

Competitors vied for market share, underscoring the need for Our client to differentiate itself through superior patient service and operational efficiency.

# Solution

BDM CX Contact Centre emerged as the catalyst for Our client's success, offering tailored solutions to address the company's unique challenges:



## 1. Flexible Operations

BDM CX leveraged advanced technology and workforce management strategies to adapt to fluctuating call volumes and customer inquiries. Dynamic staffing models ensured that our client could scale operations seamlessly to meet peak demand periods.



## 2. Regulatory Expertise

BDM CX implemented stringent compliance protocols, training programs, and quality assurance measures to ensure that all patient interactions adhered to regulatory requirements. Agents underwent rigorous training on privacy laws, prescription handling guidelines, and pharmacy verticle best practices.



## 3. Process Optimisation

BDM CX collaborated closely with Our client to streamline workflows, automate routine tasks, and enhance operational efficiency. Through continuous process improvement initiatives, the contact centre optimised service delivery without compromising quality or compliance.



## 4. Competitive Edge

By leveraging BDM CX's technology-driven solutions and customer-centric approach, our client gained a competitive edge in the market. Enhanced responsiveness, personalized service, and seamless customer experiences solidified Our client's reputation as a trusted provider within the industry.





# Results

The synergistic partnership between Our client and BDM CX Contact Centre yielded remarkable outcomes:



## 1. Disproportional Growth

Our client experienced exponential growth, outpacing industry averages and expanding its market presence significantly.



## 2. Customer Satisfaction

High levels of customer satisfaction and loyalty were achieved through prompt, personalized, and regulatory-compliant service delivery.



## 3. Operational Efficiency

Streamlined processes, optimized workflows, and technological innovations enabled Our client to operate more efficiently, driving cost savings and maximizing resource utilization.



## 4. Market Leadership

Our client emerged as a market leader, renowned for its exceptional customer service, operational excellence, and regulatory compliance standards.



# Conclusion

In navigating the complexities of the pharmaceutical landscape, our client's partnership with BDM CX Contact Centre proved instrumental in achieving exponential growth and market success. By prioritising flexibility, adherence to regulatory standards, and patient-centricity, our client not only met but exceeded patient expectations, setting a new standard for excellence within the industry. Through strategic collaboration and innovative solutions, the company continues to chart a path of sustained growth and leadership in the pharmaceutical market.



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