

Rapid Response Prevents Business Disruption & Creates a New Call Center Architecture

Spinning Up a Work from Home 2500-Agent Call Center Almost Overnight

Industry

Healthcare

Client Profile

This high-technology healthcare company uses machine learning algorithms mixed with a deep understanding of insurance purchasing behavior to help its customers buy health insurance.

Business Situation

When the COVID-19 pandemic forced the company to adopt a work-from-home model, 2500 telephone agents had to instantly be provided laptops, accessories, connections and more, to prevent business disruption and revenue loss.

Solution

In the face of a lockdown, ITsavvy procured all the required equipment for the migration, and designed and deployed the Azure architecture. Over just one weekend and a day, we created a fully provisioned, WFH inbound call system, for each of the company's 2500 telephone agents.

Benefits

- Eliminated the possibility of massive business disruption.
- Saved significant revenue by needing only one business day to complete the project.
- Provided complete support throughout the transition.

About the Client

Since its founding in 2001, this high technology healthcare company has helped hundreds of thousands of Americans find the right insurance plans for themselves and their families.

Their Challenge

When COVID-19 hit, the company had an immediate crisis. Their core point of contact with potential and existing customers is through their Telecare Teams. Twenty-five hundred contact center agents

operate the company's call centers 13 hours a day, five days a week.

With the pandemic shutting down office work, the company had to find a way to transfer 2500 call agents from physical call centers to their homes. And it had to happen basically overnight. Every minute they couldn't answer the phones meant lost revenue. Call center functions are well-suited to a WFH model. But you need the correct equipment—laptops and headsets and other accessories—for that to happen.

Provisioning the Impossible

On Friday the 13, 2020, the city of Chicago declared a COVID lockdown. All of the company's telephone agents had to instantly transition to a WFH model. This presented the company with huge challenges:

- Provisioning 2500 laptops over a single weekend, at a time when the lockdown made laptops scarce commodities.
- Building a VDI infrastructure to allow the client to take calls, securely, from their homes.

- Purchasing the monitors, docking stations, headphones and all other accessories the agents would need.
- Providing immediate training and support.

The company needed an IT miracle, at a time when miracles were in short supply. The challenge required they partner with a company with rich resources, wide connections, deep expertise, and proven professionalism. They knew where to turn: their trusted partner, ITsavvy.

Our Solution

The first thing to do was to get our hands on 2500 new Windows laptops. That was no mean feat, given the scarcity of IT equipment as the city entered lockdown. There was stockpiling of all kinds—and computers were high on the list. Fortunately, ITsavvy had relationships to leverage for our client. We reached out to three of our major distributors and found the machines we needed.

"The client was in a revenue threatening bind to locate laptops and all the other gear required to transition to home-based contact agents. They didn't have the resources to procure so much equipment."

David Theriault, ITsavvy Vice President, Business Development

But there was an issue: one that potentially threatened the outcome. The client had procurement processes that had to be followed, and those processes wouldn't be able to be completed—and a check cut—until the following Monday. That left almost 72 hours where all that equipment might be snatched up by someone else.

But our close relationships with our distributors saved the day. We asked them to set 2500 laptops aside until our client had gotten approval to buy them the following business day. Knowing us so well, they eagerly agreed.

Everything Up in Two Business Days

The crisis response kicked off on Friday. On Tuesday every call agent, at home, was on the phone with customers, provisioned with:

- ✓ Laptops
- ✓ Monitors
- ✓ Docking stations
- ✓ Headsets
- ✓ Keyboards
- ✓ And more

Shining a Light on the Future

Within one business day of the announced lockdown, the company was running at full steam, as if nothing had happened. And from the point of view of the company's customers, nothing had. They knew nothing about where agents were working from; nothing about Azure or VDI; nothing about laptops or headsets. And nothing about the precision teamwork from ITsavvy, our client and our partners that found that IT miracle after all.

"Having worked on multiple projects with us, the client was confident from the start that we had the resources, and the relationships with our distributors, to get their entire telecare team up and running as close to instantly as possible

We couldn't have done the job without the commitment and extra effort shown by our distributors to find the equipment we needed. It was a privilege for ITsavvy to take on such a tough challenge for our client. All of us—ITSavvy, the client and the partners that helped—are proud that the effort was so successful."

David Theriault, ITsavvy Vice President, Business Development

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