



### Region

U.K.



### Solution

Verint® Workforce  
Management Professional™



### Industry

Healthcare

### Results

- Helps ensure LetsGetChecked is appropriately staffed to manage complex medical enquiries.
- Schedules the right people to be in the right place, at the right time, with a high degree of accuracy.
- Improves agent experience by providing a 90 days forward view of schedule.
- Increases agility: WFM reduced to eight-hour day.

## LetsGetChecked Reimagines Home Health Testing and Care with Verint

### Opportunity

LetsGetChecked is a global healthcare solutions company that provides the tools to manage health from home through direct access to diagnostic testing, virtual consultations, and medication delivery. Founded in 2015, the organization empowers people to take an active role in their health, with services covering general health and wellness, men's health, women's health, and sexual health.

The organization has a multinational network of contact centers in the U.S. and Ireland, both for inbound and outreach inquiries. The 100+ agents manage an average of up to 30,000 multichannel inquiries every month on a 24x7 basis – ranging from questions on the availability and use of tests to support with highly sensitive medical diagnoses.

Until recently, LetsGetChecked used a complex, spreadsheet-based process to manage the staffing across their contact center. According to Adam O'Rourke, workforce optimization manager, LetsGetChecked, this manual approach to workforce management (WFM) made it difficult to accurately conduct contact center reporting, scheduling, and forecasting.

He comments, "Every day, LetsGetChecked is helping people to better manage their health and identify issues sooner to help avoid serious medical conditions. However, the WFM processes we relied on were not keeping pace with our growth."

The pandemic brought the problem into sharp focus. O'Rourke explains, "During the COVID-19 pandemic, we were adding up to 30 agents a month to support our customers' health needs. We were pulling in data manually from our Salesforce CRM system, Amazon, and other sources and then normalizing the data."

When LetsGetChecked won a contract with a major U.S. travel company, the problem was compounded. "This customer carries 500,000 people every day – any number of those customers could be in touch with LetsGetChecked for COVID-related support, and we didn't have granular historical data to determine how many agents would be needed. We needed to act."

“Our number one focus is to ensure people can perform tests easily and quickly receive the correct diagnosis. By standardizing on Verint Workforce Management Professional, we are helping ensure agents are there whenever customers need us, and for however long they need to speak with LetsGetChecked.”

Adam O'Rourke, Workforce Optimization Manager, LetsGetChecked

## Solution

LetsGetChecked turned to Verint. “Verint® Workforce Management Professional™ is sized correctly to our needs,” says O'Rourke. “Workforce Management Professional incorporates forecasting, scheduling, and other functions into one, unified platform.”

The platform enables LetsGetChecked to run simulations to calculate a precise forecast for future call volume and agent requirements for any time interval of the day, based on historical data. An advanced scheduling engine incorporates all call types and other activities to generate staffing schedules that optimize everything from agent availability, work rules, and skills, to holidays, service levels, and budgets.

Workforce Management Professional also integrates seamlessly with LetsGetChecked's Salesforce CRM and Amazon Web Services (AWS) telephony environments. “Our agents no longer need to log out of Salesforce to access essential WFM information such as their schedule, performance, and time-off requests. It's all there on one, unified dashboard. They all have much greater visibility and empowerment,” says O'Rourke.

Verint partner, evcoms, has provided comprehensive support for this deployment. “We worked side-by-side with evcoms, and they have proven to be consistently proactive, committed, and experts in Verint technology. They helped reduce the time to value on this WFM project,” says O'Rourke. Brian Fitzpatrick, Chief Strategy Officer at evcoms explains “evcoms engaged and proposed a review of LetsGetChecked's WFM. Working together, we analyzed the statistics provided – including potential ROI, their workforce and the benefits the solution would provide. We quickly identified strategic advantages.”

## Results

Workforce Management Professional is helping LetsGetChecked to reimagine WFM, introducing a modern, agile means of enhancing the employee and customer experience. The benefits include:

- Improved customer experience: Optimized agent scheduling helps ensure the organization is sized right to manage inquiries. Agents can devote the appropriate time to customer engagement – frequently dealing with complex, sensitive diagnoses – without the pressure to move onto the next inquiry in the queue. O'Rourke explains, “With Verint, we can forecast the right people to be in the right place, at the right time, with a high degree of accuracy.”
- Improved employee experience: Agents have a single, complete view of their schedule, up to 90 days ahead, viewed through Google Sheets. They can better plan holidays and other aspects of their schedule, resulting in a more adaptive and satisfying workplace experience.
- Streamlined scheduling: Intelligent automation and the connected WFM view enable LetsGetChecked to work smarter. The time saving is transformational.
- Enhanced flexibility: Agents are scheduled to manage multichannel activities in a blended format, working on emails, chats, and phone calls back-to-back as needed with no specific time dedicated for a particular activity. Moreover, seamless integration with the Amazon telephony system and Salesforce CRM ensures people don't waste time switching between systems, increasing agility.

O'Rourke concludes, “Our number-one focus is to ensure people can perform tests easily and quickly receive the correct diagnosis as early as possible. To support this, our members may need to engage with us, and we want to be available to answer their questions as they come in. By standardizing on Verint Workforce Management Professional, we are helping ensure agents are there whenever our customers need us, and for however long they need to speak with LetsGetChecked.”

## The Customer Engagement Company™

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