



## Medworx's Overnight Success Story

How an industry leader created a modern contact center overnight to complement its existing business activities.

### Customer Profile

Call center subsidiary of Pogosyan Corporation, a leader in pharmaceutical, radiology, and healthcare management services.

### Industry

Medical – Call Center

As a leading provider of pharmaceutical, radiology, and healthcare management services, Pogosyan Corporation routinely seeks innovative ways to enhance its business model and the overall customer experience. So when the opportunity to internalize and streamline its call center needs arose, it never hesitated to tackle the challenge despite its limited contact center knowledge and experience. How did it succeed? Simple – it found the right solution.

### Challenges

- Easy deployment of new advanced call center to replace outsourced provider.
- Scalable solution to meet changing patient demands.
- Ability to integrate with SugarCRM solution.
- Ease of use given limited Call Center experience.
- System Flexibility.
- Blended (inbound/outbound) capabilities and functionality.

### Company Background

Founded in Glendale, CA in early 2015 as a division of leading healthcare company, Pogosyan Corporation, MedWorx group is a pharmaceutical contact center specializing in the marketing, prescription management, and order fulfillment of Diabetes medications. Handling every aspect of the customer lifecycle, from initial sale to customer support, MedWorx was established to directly compete and disrupt the already competitive pharmaceutical space. Its competitive advantage – complete control and simplification of the patient life cycle with its “one-stop-shop” approach to customer acquisition and care.

### Solutions

- Advanced integration with SugarCRM.
- True cloud solution able to scale seamlessly on demand.
- Intuitive call center software with 24/7 technical support.
- Leading blended contact center solution with complete call center features and capabilities.
- Easy and rapid solution deployment.

### The Challenge

Originally dependent on third-party providers for customer referrals, Pogosyan Corporation lacked control and insight over the patient qualifying process while remaining overly reliant on outsourced vendors to provide consistent leadflow. Inefficient and expensive, the executive decision was to internalize the entire process contingent on finding the appropriate solutions to allow for an easy and seamless deployment. “We realized we could do this ourselves,” explains Paul Hekimian, President of Pacific Street Inc., a business management and consulting firm hired by Pogosyan to facilitate the undertaking. “However, the challenge rested in finding the proper solutions and platforms to allow for the migration to take place knowing we lacked any background in call center development. It was a logical business decision without necessarily the proper experience to execute unless we found the right vendors.”

### A New Company is Born

Eager to get started, Medworx Corp. was created as the newest extension of Pogosyan Corporation with the expressed objective of managing all call center responsibilities relating to sales, marketing, and customer support. The checklist:

- Ability to integrate with Medworx's CRM and data management system, SugarCRM.
- Advanced blended contact center platform to support both outbound (sales & marketing) and inbound (customer support) campaigns.
- Easy and fast infrastructure deployment to meet aggressive project timeframe (1 month).
- Intuitive contact center platform to address limited call center experience.
- Scalable solution able to easily respond to changes in customer demand.
- Flexible and customizable software able to adjust to changes in business workflows and processes as division evolves.

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**-Paul Hekimian, Pacific Street Inc. – consulting firm to Pogosyan Corporation**



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### The Solution

Following an extensive evaluation process, Medworx ultimately selected 3CLogic’s advanced Cloud Contact Center solution to address its long list of requirements. “It really boiled down to who had the progressive dialing capabilities, all the bells and whistles, worked well with SugarCRM, and would help drive down costs and facilitate growth,” explains Paul. “And during the evaluation and demonstration process, 3CLogic was a standout.”

Through its advanced integration with SugarCRM, 3CLogic was immediately able to provide Medworx with a complete blended call center solution to facilitate and support both Sales & Marketing (outbound) initiatives as well as customer support (inbound) needs. With 3CLogic’s feature rich platform, Medworx was able to improve speed-to-call, overall lead nurturing, and agent training and guidance. More importantly, the implementation was user-friendly and intuitive. “From the initial idea of starting our own call center to getting it up and running and processing customers, the whole process took only four weeks,” states Paul.

### The Results

- 450% agent growth requiring the purchase of a second building facility.
- Complete control and insight into lead generation and nurturing.
- Decrease in cost of lead acquisition.
- Improvement in overall customer satisfaction.

### The Future

With future expansion plans on the near horizon, Medworx expects 3CLogic to play a big role in helping it meet the needs of its fast evolving customer base. “3CLogic has been amazing, allowing Medworx to grow as quickly as patients’ needs dictate,” explains Paul. “The integration with SugarCRM, the customization, the solution features, the technical support and expertise – 3CLogic has been a game changer.”