



SpiceX Customer Engagement Hub: Powering the Future of Pharmacy

A complete solution for your business!

At a glance

America's Pharmacy Source is an online retail pharmacy that provides outstanding support to customers of their mail-order pharmacy support with the vision of "The Future of Pharmacy Today". America's Pharmacy Source operates exclusively online and offers a wide range of medications at a low cost with home delivery to their patients. They provide their patients with competitive pricing, easy access to medications, and exceptional customer service. Since launching in 2018, America's Pharmacy Source has become a trusted resource for their patients.

THE CHALLENGE



America's Pharmacy Source was looking for a HIPAA Compliant CRM that allowed them to provide efficient, innovative customer service management to track and report on patients and their interactions with the customer service team.

THE SOLUTION



SpiceX was able to deliver a solution that guides agents through calls as well as integrates and manages their data, all while keeping customer information secure and private. The Customer Engagement Hub provides a simple to use interface that bridges the gaps between the various systems their agents need to interact with.

Key Results

America's Pharmacy Source was able to combine data and functions from other critical systems and overlay everything on a single platform for ease of use and advanced process management.

SpiceX's modular design and flexibility provides a future-proof solution to lead their digital transformation.



CRM



Compliance



Integration



Workflow Engine

HIPAA COMPLIANCE



A vital component of any process for the America's Pharmacy Source team, was maintaining HIPAA compliance. The Health Insurance Portability and Accountability Act (HIPAA) was put in place in 1996 to protect sensitive patient health information. The SpiceX platform ensures that agent workflows maintain adherence to HIPAA standards by obfuscating, encrypting, and safeguarding sensitive information.



Case Study: America's Pharmacy Source

A complete solution for your business!

CASE MANAGEMENT AND WORKFLOW

SpiceX provides America's Pharmacy Source with a CRM powered by intelligent workflow, integration, and automation. When a patient calls in, the databases are queried to see if the person calling is already in the system. If they are, the system will pull all specified information and display it to the agent. If they are not, a new record is created to fill in the patient's details. A case is also automatically created to track that interaction. Background tasks automatically retrieve prescription details when they refill a prescription. During service calls, there are user-guidance prompts presented to the agent that walk them through how to handle the call while automatically taking notes on the interaction. Transactions are automatically processed through the integrated pharmacy management and billing system.

INTEGRATION AND AUTOMATION

SpiceX worked with America's Pharmacy Source team to design workflows and automate processes for their most common call drivers. Notes are logged automatically as agents step through each part of the process. America's Pharmacy Source also leverages several key integrations with order fulfillment, payment processing, and recording software. The integrations with these systems were crucial to creating a complete solution

Telephony integrations allow for contact matching as well as self serve IVRs tied to automated processes. Spice will initiate the specific agent workflow that aligns with the call type. Another key integration is with a payment processing solution that is engaged as part of certain agent workflows, and will tokenize payment information to prevent unauthorized use. This in conjunction with an integration to their call recording software to pause and restart recordings ensure compliance is maintained. America's Pharmacy Source also choose to integrate PrimeRx, a pharmacy solution and order fulfillment system, to pull in patient information and provide additional guidance and workflows to process that information.

SOLUTIONS



Integration

America's Pharmacy Source integrated their patient records with their telephony system to make it easier to validate records. When a patient calls in to customer service, their data is retrieved from a matching contact record and presented to the agent automatically.



Workflow Engine

SpiceX worked with America's Pharmacy Source team to design workflows and automate processes for their most common call drivers. This would include automating various background tasks on behalf of the agent, for example, retrieving patient information or filing patient reports.



Unified User Interface

SpiceX is able to provide agents with an intuitive workflow by securely integrating multiple platforms into one interface. The agent is guided through how to handle the call and prompted to enter relevant information about what the patient is reaching out for.



CRM

SpiceX allows for easier troubleshooting with a more intuitive system. Call center agents are able to gather pertinent information and escalate the case efficiently. SpiceX simplified logging the interaction using a series of intuitive agent prompts.