

CX TRENDS WATCH

CX Best Practices for COVID-19 Vaccine Rollout

**5 ways customer experience
can solve top vaccine
challenges**

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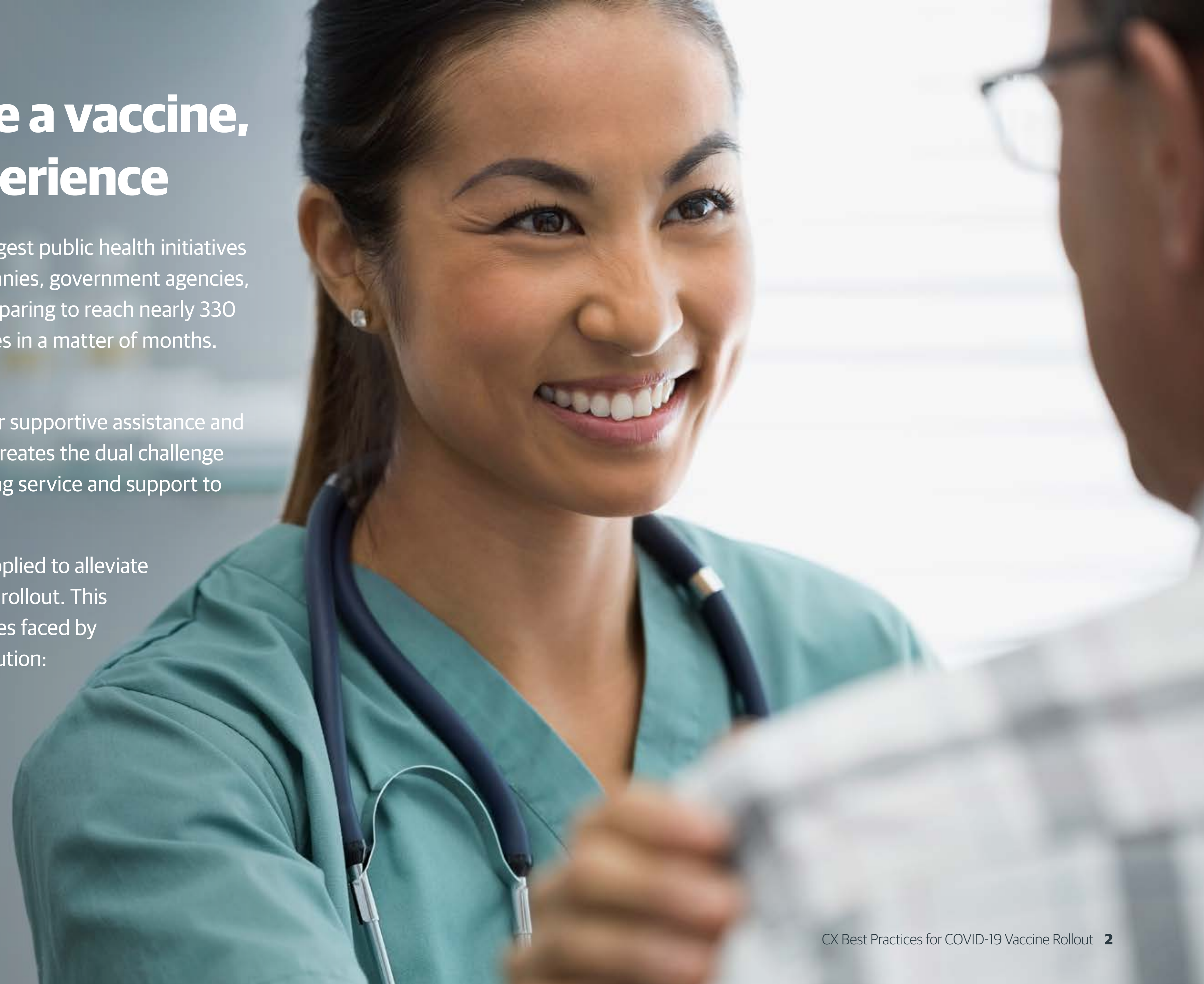
In the rush to release a vaccine, don't forget the experience

The COVID-19 vaccine rollout will be one of the largest public health initiatives in history. In the U.S. alone, pharmaceutical companies, government agencies, healthcare organizations and other players are preparing to reach nearly 330 million people with the vaccine and related services in a matter of months. The logistical challenges are immense.

At the same time, millions of people are looking for supportive assistance and reassurance from these same organizations. This creates the dual challenge of quickly distributing a vaccine while also providing service and support to individuals and communities.

Customer experience (CX) best practices can be applied to alleviate stress on organizations responsible for the vaccine rollout. This strategy guide provides solutions to 5 top challenges faced by those involved in vaccine development and distribution:

- 1 **Build public trust**
- 2 **Handle surging call volume**
- 3 **Schedule millions of doses**
- 4 **Enable proactive outreach**
- 5 **Effectively manage data and security**



CHALLENGE 1

Build public trust

Concerns about the safety and efficacy of a coronavirus vaccine coupled with the speed of vaccine development have left many people skeptical about the safety of COVID-19 immunizations. Organizations will need to be transparent in guiding the public through the steps of vaccine development, distribution, administration, and tracking. Proactively explaining vaccine efficacy and safety, along with clear instructions about how to receive the vaccine and how much it will cost, will be critical.



HOW CX CAN HELP

Well-trained, experienced contact center associates with a mix of industry knowledge and empathetic soft skills can provide information from a real-time knowledgebase while also offering a personal connection.

Case in Point: TTEC partnered with a retail pharmacy to quickly ramp and train 300 certified, seasoned support agents from our at-home talent pool in a HIPAA-compliant environment. Our award-winning knowledge and training platform eliminated knowledge gaps and caller satisfaction improved.

CHALLENGE 2

Handle surging call volume

The public will have many questions regarding the vaccine and will be looking for answers from payers, providers, pharmacies, and other organizations. Expect a surge in calls and in other channels.

Flexibility will be key to managing surge. The ability to ramp up or down quickly is paramount as organizations enter uncharted territory. An omnichannel, cloud-based CX infrastructure can enable and integrate digital tools such as automated self-service, AI, text messaging and live chat to deflect calls and scale as needed.

But don't forget to prepare for the biggest influx to be in voice calls, which is still a primary initial interaction channel, especially for complex or emotionally charged conversations.



HOW CX CAN HELP

Build a network of digitally enabled, remote contact center staff with the technology and tools to be ready to spring into action to support the vaccine rollout as needed.

Case in Point: With TTEC's help, the Wyoming Department of Workforce Services quickly expanded and enhanced its contact center support using cutting-edge cloud and automation technology as well as a team of experienced at-home agents. Within days, 24% of calls were deflected to automated IVR and the state expanded the contact center hours of operation to support more citizens.

CHALLENGE 3

Schedule millions of doses

Getting the vaccine administered will be a massive undertaking. One essential step in the process is scheduling vaccine appointments. Without demand-based, organized, 'assembly-line-like' scheduling, there will be long lines, unsafe vaccination conditions, and inaccurate supply allocations. This may create shortages, overages, and spoilage.

Real-time information and speed will be key to this important part of the patient journey. Drug makers, insurance companies, providers, pharmacies, and others will all play a role to efficiently schedule vaccinations. Understanding points in the patient journey will help define the best resources at critical moments.



HOW CX CAN HELP

A mix of SMS text messaging and voice will allow for some automated self-service backed by real people to reach diverse populations/demographics in the channels they prefer. Automated push alerts and outbound calls will encourage higher engagement. Underneath, API connectors can integrate and sync centralized scheduling systems, CRM, database layers, and other data components needed for a smooth scheduling program.

Case in Point: A top 20 U.S. hospital partnered with TTEC to staff its centralized 1-800 number for appointment setting, among other questions from the public. Associates were trained in a comprehensive program to streamline the process and get callers' questions answered quickly and effectively with empathy using an integrated, omichannel platform.

CHALLENGE 4

Enable proactive outreach

Proactive outreach will be critical on a number of fronts as the vaccination effort rolls out.

The Center for Medicare and Medicaid Services (CMS) encourages health insurers to help their enrollees, providers, and the larger community understand the importance of vaccination. They are encouraged to use all available tools to reach out to their enrollees, such as direct-to-consumer channels including emails, phone calls, and mailings.

Besides awareness, proactive outreach will be necessary for tasks such as appointment setting, second dose planning, and post-inoculation follow-up. These tasks will need to be conducted on a massive scale.



HOW CX CAN HELP

Digital tools like asynchronous messaging can provide information and communication directly on Facebook Messenger, Apple Business Chat, WhatsApp, or direct SMS messaging. These are channels people are already using, so they will be more likely to receive and pay attention to the conversation.

Case in Point: Faced with unprecedented demand for unemployment assistance related to the Coronavirus outbreak, one state unemployment office added a messaging channel staffed by remote agents to interact with citizens quickly and efficiently from a safe and secure environment. TTEC stood up the program in only 2 weeks, and 35% of calls were deflected to messaging.

CHALLENGE 5

Effectively manage data and security

There are many players involved in the vaccine rollout - the federal government, state and local public health departments, physicians and hospitals, pharmaceutical companies, payers, and academics, just to name a few. They must coordinate and collaborate on the rollout, which includes a lot of data management and sharing.

Gaining public trust requires effective data management and security/compliance regarding health and government information.



HOW CX CAN HELP

Deploy robotic process automation (RPA) bots to reduce errors and maintain compliance standards in the back office. Be transparent in how your agency collects, uses, and keeps data safe and secure. And use your CX tools to be proactive with the public about potential fraudsters and scammers preying on the vulnerable public with fake requests for information.

Case in Point: A healthcare company turned to TTEC to assist in reducing its provider queue data backlog. We deployed back-office staff paired with secure desktops to significantly exceed quality, accuracy and productivity targets.

Key CX takeaways for vaccine rollout

1

Lead with humanity

The public is apprehensive when it comes to the vaccine rollout. Show empathy, compassion, authenticity and understanding when having conversations about information and immunization.

2

Be available where your customers are

Consumers increasingly use text messaging, live chat, social media, and other channels to communicate with brands. For such an important initiatives, it's imperative that digital channels are made available to the public.

3

Prepare for the unexpected

There is no proven playbook to how the vaccine rollout will go. There will be missteps and changes may have to be made quickly. Set up your program with maximum flexibility to be ready for whatever happens.

Scale efficiently. Connect with empathy.

COVID-19 vaccine efforts require an efficient automated ordering, distribution, administration, and tracking program. TTEC can help you avoid overwhelming your contact centers with rapidly-trained at-home associates enabled by our secure and tech-agnostic solutions.

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ABOUT TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. **TTEC Digital** delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. **TTEC Engage** operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, **visit www.ttec.com**.