

INCREASED PRODUCTIVITY, LOWER WAGES, NO RECRUITMENT COSTS...

Metro Healthcare reduces costs, improves customer service quality with InternetEmployee

SUMMARY

The Challenge

Metro Healthcare needed to maintain a 10-14 person customer service staff to answer customer inquiries and reply to e-mails, but it was costly both to hire and train employees, and to lease office space and computer equipment.

The InternetEmployee Solution

Metro Healthcare hired InternetEmployee to employ 15 India-based employees at wages 80% less than what was paid in the US, trained a supervisory staff by no-cost teleconference, and thereby eliminated all fees for office space, computer equipment and training. InternetEmployee's India-based staff receive telephone inquiries from Metro Healthcare's customers on optical line telephone systems at US domestic rates (\$0.10/min), access a customer database that is updated daily and have immediate access to US based Metro Healthcare supervisors by free voice IP all day long to handle difficult inquiries.

The Result

Metro Healthcare now has more employees to handle customer service calls and emails, the staff is more experienced since InternetEmployee's India-based employees have very low turnover, response times and quality are up, wage costs are down 80%, and office and computer related leases and related costs have been completely eliminated.

Metro Healthcare had a problem. Its small customer service staff was expensive to recruit, train and employ, and office and computer expenses were higher than its competitors. First, since the customer service staff was small (10-14 people), Metro Healthcare spent comparatively more than its competitors to pay supervisors to recruit, train and employ a staff that a small staff. Second, it was expensive to both rent city office space for the small staff and to buy and maintain an up to date computer system for them. But, since good customer service is required to compete in the health care industry, even as online and email inquiries increased, Metro Healthcare had no choice spending money on training, wages, office space and computer equipment. So, Metro Healthcare turned to InternetEmployee for a solution.

Expensive recruiting and training costs, and high office and computer lease costs make outsourcing an excellent alternative. Customer service work in healthcare that requires extensive training, strong interpersonal skills and an up to date database of information are precisely why outsourcing to InternetEmployee is a good business decision. InternetEmployee has English speaking, computer literate, college-educated employees available to be trained and work on complex customer service related tasks at a discount of nearly 80% of what US employees earn. There are no recruiting costs, training costs are minimal, telephone connections are on perfect optical fibre lines and employee turnover is much lower than in the USA. When there is extra work to do there is no overtime fees and no employment taxes to speak of. InternetEmployee's staff has "always on" access to the US based supervisory staff for training and for resolving inquiries that require supervisory help, and no office space or computer leases are required for their work.

“**INTERNET *Employee*** means better customer service quality, lower wages, reduced training costs and flexible growth.”

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