

**CASE STUDY**

# **CUSTOMER SUPPORT CASE STUDY FOR B2B SUPPLIER COMPANY IN HEALTHCARE**

Client is a B2B supplier company that provides medical equipment and supplies to hospitals and clinics in the United States. With a large customer base, SGS along with Client strives to provide excellent customer support to ensure customer satisfaction and retention.





# THE CHALLENGE



**Complex product offerings:** Client offers a wide range of products and services, which can be complex and challenging for customers to understand. Customers may need guidance and support to select the right products for their needs.



**Technical support:** Medical equipment can be complex and require technical expertise to install, operate, and maintain. Customers may need technical support to troubleshoot issues or maintain their equipment.



**Order tracking and fulfilment:** Customers may need updates on their orders and tracking information to ensure timely delivery of their products. Order fulfilment can be challenging, especially when dealing with backorders, inventory shortages, or delays.



**Payment and billing issues:** Customers may have questions or issues regarding payment and billing, such as incorrect charges, payment disputes, or payment methods.



# THE SOLUTION



**Customer education and training:** SGS was proactive in customer training and education within the lead time of system installation. Once the order is placed, resources working with SGS proactively reached out to customer's team and understood the gap between the existing technology and the new technology they would have to operate upon. Upon understanding the gap, SGS produced online and live demos to customers so that they were very well equipped to handle regular scenarios without much downtime.



**Technical support team:** Client upon partnering with SGS had a dedicated technical support team to assist customers with technical issues. The team was able provide remote support, coordinate on the on-site visits, or phone consultations. By providing technical support.



**Order tracking and fulfilment process:** SGS implemented a streamlined order tracking and fulfilment process to provide customers with timely updates and accurate tracking information. This was done by integrating a complied dashboard on the clients CRM wherein, the support resources were able to track and provide information on the order status.



**Billing and payment support:** SGS also provided dedicated billing and payment support team to assist customers with payment and billing issues. The team was able to provide billing statements, payment options, and dispute resolution. By providing billing and payment support, Client was able to reduce payment disputes and improve cash flow.