



# How a Healthcare Leader Managed **300x Growth** and a **30% Cost Reduction**

Where intelligent workflows  
power world-class service.



**Healthcare**  
**Product Support**

# Building a Support Model Designed for Rapid Growth

How data, automation, and a two-tier training strategy enabled seamless scale.

## CHALLENGE

Within a year, a leading healthcare technology company's daily customer interactions surged from an average of 30 to more than 10,000, a level of rapid growth their existing model wasn't built to support. The spike put pressure on training, staffing, and service consistency, and phone support alone was no longer sustainable. To maintain quality at scale, the client needed a structured way to train agents faster and expand into email and self-service without disrupting customer experience.

## SOLUTION

Five Star partnered with the client to build a scalable, data-driven support model that improved efficiency, strengthened training, and expanded service options.

- **Implemented** a two-tier training framework
- **Introduced** digital agents and self-service tools
- **Added** email and multichannel support
- **Equipped** agents with AI and workflow automation
- **Applied** real-time data to refine processes and routing

Together, these changes created a more efficient, resilient support system prepared to handle rapid growth without compromising service quality.

## RESULTS

The new support model delivered the structure and flexibility needed to keep pace with rapid growth. Tier 1 agents ramped faster, Tier 2 specialists stayed focused on high-value issues, and digital tools absorbed a large share of routine contacts. Multichannel support offered customers quicker, more convenient ways to get help, while AI-enabled workflows boosted accuracy and reduced effort across the team. Together, these improvements increased efficiency, elevated service quality, and positioned the organization to scale without disruption.

## ABOUT FIVE STAR SOLUTIONS

**Five Star Solutions** helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.

## MEASURABLE IMPACT

### 300x Surge Handled

**Daily interactions skyrocketed 30 → 10,000**

*The new model sustained exponential growth while maintaining quality and response time.*

### ↓30% Cost Reduction

**Lower support costs through automation**

*Self-service tools, IVA routing, and automated workflows reduced live-agent load and eliminated manual steps.*

### 55% Faster Onboarding

**Targeted training for Tier 1 agents**

*A two-tier system and insight-led curriculum helped agents ramp quickly while AI tools guided accuracy in real time.*

### 25% Calls Deflected

**Digital agents handled routine calls**

*An online help center, IVA, and automated resolution tools absorbed repetitive requests.*

### ↑10% More Efficient

**AI workflows improved speed / accuracy**

*Agent Assist, Next Best Action, and guided workflows reduced search time, standardized responses, and improved handling consistency.*

DESIGN A SUPPORT MODEL BUILT FOR RAPID GROWTH.

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