

CHALLENGE:

Outsourced, unenthusiastic
call center with no set standards

ACTIONS:

Norton Healthcare
brought the call
center back in house

HDI-CSR certification became
a career requirement

RESULTS:

**CERTIFIED
AGENTS**

Agents have
drive and passion

Excellent
customer
service

People-oriented
in-house call center with
systems and procedures

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THE CHALLENGE: Bring an outsourced, unenthusiastic call center back in house, and create a drive and passion in team members, focusing on excellent customer service.



THE ACTION: HDI training and certification is a core element of Norton Healthcare's mission to provide superior services.

Norton Healthcare operates five major hospitals in the Louisville, KY, area, including eleven Norton Immediate Care Centers, and has 10,600 employees, including nearly 2,000 physicians and some 300 medical providers, at more than ninety locations.

Norton's management team believes in the importance of serving the customer and tying the support center's mission to the overall mission of the hospital.

THE CHALLENGE: A few years ago, Norton's support center was outsourced, and lacked any type of standards, much less a passionate emphasis on customer service. With the full backing of the CIO, the management team elected to bring the support center function back in house, but it needed to do so in a way that reinforced the mission of the hospital.

THE ACTIONS: Norton took a decidedly people-oriented approach. To that end, the management team made the HDI Customer Service Representative certification a *career requirement* for all agents. Agents must either have the certification when they are hired or earn it within ninety days of their start date. In effect, Norton has made HDI training and certification a core element of its mission to provide superior customer service.

THE RESULTS: To provide superior customer service, support organizations not only require exceptional systems and procedures but also exceptional people. Norton has found that HDI training and certification is the key to delivering services that leaves their customers smiling.

Learn more about HDI Customer Service Representative courses at www.ThinkHDI.com/CSR.

View the full list of certification courses at www.ThinkHDI.com/Train2013.