Case Study:

McKESSON

Just What the Doctor Ordered: How McKesson is Increasing Customer Satisfaction through Social

Socialtext
The Social Side of Peoplefluent

McKesson is the largest and oldest healthcare services company in the United States. As the organization has grown, it's become crucial to access information easily across products, departments, and offices. McKesson needed to eliminate knowledge silos and centralize their content distribution systems. They have four different products which had been supported independently, with the four product teams using different knowledge management systems. The goal of implementing a social solution was to consolidate communications, messaging, and knowledge, and leverage that information to better serve their customers.

Centralizing Knowledge and Improving Collaboration Across the Organization

Before implementing Socialtext, McKesson's individual teams shared knowledge, but that information was not available at a company-wide level. Each department relied on a different knowledge management system, such as Microsoft SharePoint, but there was no central source for information.

Although the customer support team drove implementation, McKesson's leaders wanted all departments to be involved. The support team needed centralized knowledge to improve customer interactions, but they rely on information from the sales and product teams to provide accurate information to customers, so all departments needed to be in the loop and use Socialtext. McKesson also wanted everyone to be able to author content, so subject matter experts could share knowledge as quickly as possible, and then have colleagues provide commentary and necessary edits.

With social, all users can find information across products and teams. Socialtext is the central information repository, and then individual products have their own workspaces for collaboration around that product. McKesson uses tags to mark information that can be published to specific workspaces. For example, when a user tags a document as "customer published", that document will be synced to the customer workspace, after being properly vetted. This creates continuity between internal departmental knowledge and the customer workspace and makes content easily searchable by tags.

"In terms of generating content and sharing information quickly, there's really no comparison to Socialtext."
- Tim Kelly, Executive Director of Customer Support for McKesson

Securely Sharing Information

While McKesson recognizes the value of centralizing information and allowing everyone to create content, they also realize that information creation and distribution should be appropriately controlled and segmented. With Socialtext, some content that should remain unchanged, like customer communication, is locked and only an administrator can modify it. This makes content easily available, but also provides the necessary measures to keep information consistent and accurate.

McKesson also uses both private and public groups to manage content distribution. Some workspaces contain very technical documents that only certain groups should view, so only a private group is granted access. However, McKesson's training team has an open group for anyone to join, so all users can access the learning materials. By using about 20-30 private and public groups to maintain and manage information, McKesson makes sure the right information goes to the right people, and only those people.

Results

By implementing social and centralizing people and resources, McKesson achieved the following results:

- Increase in collaboration between coworkers through groups, allowing the customer support team to provide consistent and accurate information to customers
  — Led to increases in Customer Satisfaction (34%), Same Day Resolution (16%), and Grade of Service (55%)
- Improved the speed to answers for the customer support team because of centralized knowledge
  — Decreased the Average Handle Time by 4 minutes, the Average Speed to Answer by 29 minutes, and the Calls Abandoned Rate by 40%
- Developed an efficient content creation and distribution process through workspace use and tagging, so employees can quickly search for, find, edit, and share documents

Same Day Resolution (%)

Jan 2012	Jan 2013
47	63

Customer Satisfaction (%)

Jan 2012	Jan 2013
55	89

Grade of Service (%)

Jan 2012	Jan 2013
25	80

About Socialtext

Established in 2002, Socialtext, a Bedford Funding Portfolio Co., was the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance. Socialtext's enterprise social networking products — including microblogging, blogs, wikis, profiles and social spreadsheets — provide simpler ways for employees to share vital information and work together in real-time. Delivered in a variety of hosted cloud services, as well as on-site appliances, enterprise customers are provided with flexible deployment options that meet their security requirements. Built on a flexible, web-oriented architecture, Socialtext integrates with virtually any traditional system of record, such as CRM and ERP, enabling companies to discuss, collaborate, and take action on key business processes.

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