

# [24]7 Agent Services™ Bolsters Vaccination Appointment Scheduling for Global Retailer

## ORGANIZATION

One of the world's largest retailers serving 220 million customers a year in 24 countries.

## [24]7.ai SERVICES

[\[24\]7 Agent Services](#)

## CX ENVIRONMENT

- 90% of the US population lives within 10 miles of this retailer's stores, making accessibility convenient
- [24]7 Agent Services joined in the effort to schedule vaccination appointments at the retailer's US pharmacies
- Many customers prefer phone assistance over online support

## CHALLENGES & GOALS

- As COVID-19 vaccines became widely available, coordinating shot administration was complicated
- We needed to hire, onboard, and train hundreds of agents within weeks
- Agents needed to clarify patient questions and confirm vaccination appointments without delay

## RESULTS

- We hired and fully trained 500 full-time agents in just 2 weeks
- Our agents met their daily SLA—to answer 80% of calls within 20 seconds

## Domestic Vaccination Effort Began Pharmacy by Pharmacy

What could be more gratifying than working to stop the continued spread of a global pandemic? This massive, global retailer—a household name whose pharmacies provide an extended reach into the US population, especially in rural communities—was instrumental in doing just that.

In February 2021, as COVID-19 vaccines were becoming widely available, the logistics of administering the shots loomed as an overwhelming challenge.

The US Centers for Disease Control and Prevention (CDC) and the US Federal Retail Pharmacy Program chose this retailer to join the fleet of pharmacies providing vaccines to eligible individuals throughout the US.

Thanks to our history of supplying this organization with customer support agents during the 2020 holiday shopping season, [24]7.ai™ was called in as its number one partner to ensure the success of this significant effort.

## How to Reach the People Who Need Care First?

Eager to join the global vaccination effort, and with 90 percent of the US population within 10 miles of one of its stores, this retailer was well-suited and able to deliver.

As in any medical crisis, the goal is getting help to the individuals who need it most. Most communities have a nearby pharmacy, but communicating with the population often poses a challenge. Naturally, internet-savvy individuals could search online for vaccination information. But serving those who are not able to self-help online required additional coverage.

[24]7.ai agents dedicate their careers to helping people who are often feeling anxious when they call a support line. They were more than capable of handling vaccination appointment scheduling and inquiries.

## Preparation for Thousands to Flood the Phone Lines

[24]7.ai had supported this retailer through the 2020 holiday season. We'd proven then we could quickly hire and effectively train hundreds of new agents. With mutual trust already established, we entered into an aggressive onboarding effort. Within two weeks, we activated 500 agents with another 300 in training.



500

agents hired and  
trained in

2 weeks

## Successfully Expanding the Reach

Our retail partner initially tested systems and procedures with 10 stores, then expanded to 1,000 stores in 22 states within weeks. By the end of March, with vaccination availability expanding, support agents were making appointments at 3,000 stores in 46 states. April 1, our teams were supporting 2,200 stores.

Local stores partner with community organizations to host vaccination events at in-store pharmacies, at drive-through clinic parking lots, and at third-party sites such as community centers and churches.

Our agents facilitate these “boots on the ground” efforts, advising callers about available dates, the closest store in their ZIP code, and what to expect during an appointment.

And we do it well: [24]7 Agent Services consistently met its daily service-level agreement (SLA)—answering 80 percent of calls within 20 seconds.

It will be a great day for all when [24]7 Agent Services is no longer required for vaccination appointments and we can turn our support toward customers whose issues feel less urgent!

## Contact us

[www.247.ai](http://www.247.ai)

[info@247.ai](mailto:info@247.ai)

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

## About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: [www.247.ai](http://www.247.ai)