

BPL Plasma increases donor return with Workbooks CRM

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SCOTT HOOSE

SENIOR MANAGER, BUSINESS ANALYTICS
BPL PLASMA

“The chain we operate in is important to people, and we’re right at the front end of it,” explains Scott Hoose, Senior Manager of Business Analytics. “It’s essential that we’re able to collect plasma to supply to laboratories to create life-saving pharmaceuticals around the world.”

BPL Plasma’s business model is unusual in that the donors are both the suppliers and the customers, who are provided with financial compensation for donating. However, regular donors, who can donate twice within a seven-day period, can often end up not returning.

Jesse Coope is Senior Operations Manager at BPL Plasma:

“We have to find ways to incentivise regular donors to come back and donate again. This is about finding out why they decided to stop and if there is anything we can do to re-engage them.”



Increased donor return rate by centralising and standardising campaign management



Further improving the safeguarding of donor privacy with a single integrated system



Increased call return rate by automating donor tracking and integrating with call team

To enable the centres to reach out in this way, head office was generating spreadsheet reports of lapsed customers/donors. These were very static: spreadsheets did not automatically update after a call was made and were normally updated on a monthly basis, so that if a donor came back to a centre the day after the last update, they might still receive a call asking them why they hadn't returned within the following month.

It was also cumbersome and inefficient. Plasma collection is regulated by the FDA in the US and by the MHRA in the UK, and BPL Plasma is committed to protecting donor privacy to the highest degree possible. In addition to its existing security controls, BPL Plasma wanted to reduce risk further by eliminating the need to work from standalone files.

As BPL started exploring ways to resolve these issues, it rapidly realised it needed a CRM system. So, it began a trial with one platform.

"After a 90-day pilot we were able to see better returns on our calls, the calls were more organised, and we were making sure people were taken off call lists," says Jesse. "It was very easy to see there was greater efficiency and greater return on investment."

After being reassured that a CRM was what they needed, BPL Plasma decided to test out a number of options, eventually whittling the choices down to five platforms including the original test CRM. However, there wasn't a positive return on investment with the initial CRM they looked at.

"At best it was cost neutral," Jesse explains. There was also the fact that to implement this particular CRM they would be working with a third party, and while that can be common in the CRM industry, it was not something they found attractive. "Every time there's a middleman there's a markup," says Scott, "and you don't really establish a relationship with the CRM provider."

"We were looking for someone we could partner with," Scott continues. "It needed to be someone who would understand what our business really needs, but also be able to deliver that from a technical aspect. We needed to make sure the implementation was really tailored to what we wanted without any extraneous intermediaries."

The process with Workbooks was very transparent. "Workbooks really laid it out clearly on the table, and there was a lot of good back and forth," recalls Scott. "That transparency engendered that feeling of partnership that was not found in the other platforms."

"When we did the pilots, we had a list of the gaps we were already aware of," says Jesse. There were a number of aspects that fed into Workbook being the right choice, according to both. "Workbooks was responsive, the costing made sense, and we could understand the product," Scott says.

BPL Plasma didn't choose Workbooks because it cost the least, but they did feel the costing was the most transparent.

"Workbooks really wanted to understand our business before they came up with numbers, to make sure they had the level of detail to understand everything we needed so there wasn't scope creep later on," Jesse says. "Whereas other vendors were very quick to say, 'We understand everything, and we know what you need:'"





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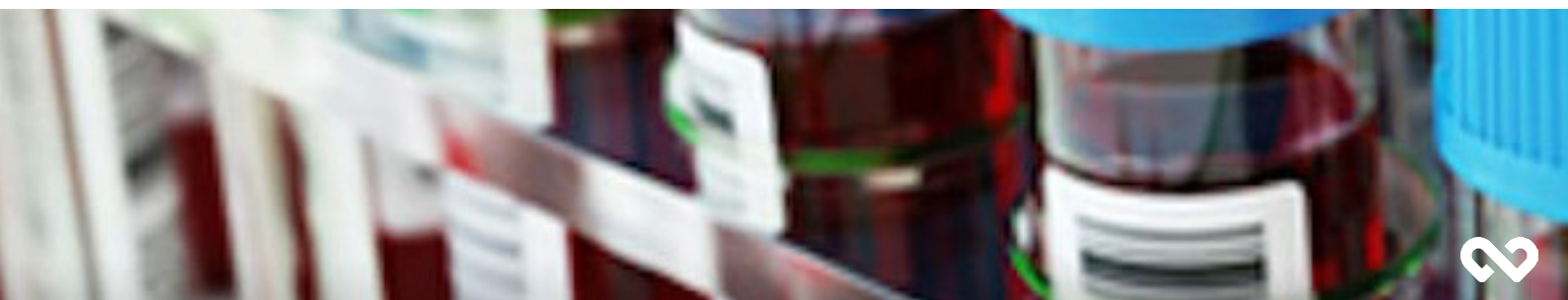
HOW DID WORKBOOKS HELP?

“When Scott and I got the implementation plan from Workbooks, we could see it was really detailed, and a clear roadmap of how implementation was going to progress,” Jesse says. “We were confident they would work with us to get over any problems. The fact that we felt Workbooks was a partner always outweighed any concern we could have had.”

Scott adds that they quickly felt that “success was really within our grasp” and, a year on from implementation, he says that has been achieved. “In regard to where we were and where we are now, it has been a major step forward.”

Prior to Workbooks, while call-lists with multiple campaigns could be auto-refreshed daily, lists weren’t always picked up and used where there was already a list in use.

“With Workbooks, one of the biggest benefits to us has been the ability to fully integrate calls with these campaigns,” says Scott. “This has included the ability to automatically remove donors from call lists as well as greater ease in pushing new campaigns and campaign logic into production.”



At BPL Plasma, donor tracking is now automated – when they last donated, how many times they have donated – and integrated into the call team. The lists are filtered so that someone who has recently been called will not show up on the new call list and the team really feel they were able to see where their inefficiencies were.

“Where Workbooks has been used for our calls, we’ve had a higher rate of donors returning than we would have expected,” Jesse says.

BPL Plasma have even begun to use Workbooks for additional donor-facing activities, as they want to understand the donor experience and capture information related to that experience.

“With Workbooks, we really feel we can have a fluid, genuine discussion with them about our needs. It feels like we are all part of the same team, and that’s quite unusual,” concludes Scott.

ABOUT BPL PLASMA

BPL Plasma collects blood plasma to help create and manufacture high-quality, life-saving therapies for patients worldwide. BPL Plasma has been a global leader in the plasma collection industry for more than 25 years.

BPL Plasma is part of Bio Products Laboratory, which produces a range of medicines for the treatment of immune deficiencies, bleeding disorders and infectious diseases, as well for critical care. BPL Plasma currently has plasma centres throughout the United States, with plans in place to open several more.

