

THE THRILL OF THE SOLVE

A CASE OF DIGITALLY ENHANCED CUSTOMER SERVICE

Inside Cencora, the extraordinary problem-solvers of C.O.R.E. (Commercial, Operational, and Relationship Excellence) take on healthcare providers' most complex and pressing challenges.

Their mission: to examine every contingency from every angle until barriers dissolve into breakthroughs.

C.O.R.E. CASE FILE

CASE FILE NO: C.O.R.E.-0024.01

CLASSIFICATION: Digital-first self-service

STATUS: Ongoing

BRIEF

A C.O.R.E. technology audit sparks an idea to streamline routine customer service tasks. An informal survey reveals that some healthcare providers are:

- Calling customer service for help accessing their account
- Spending too much time on manual damage claims submissions
- Experiencing challenges finding returns information

INVESTIGATION

C.O.R.E. engages with multiple Cencora business units and examines data across healthcare provider types. They find:

- An improved log-in process will save time and reduce the need to call customer service
- Providers are eager to spend less time on manual processes
- A digital-first self-service offering will benefit from consistency across platforms

HYPOTHESIS

Improved capabilities and consistency of digital-first self-service will save time and free up providers to focus on their patients.

C.O.R.E. OPPORTUNITY

Scale customer service efficiencies for 100,000+ healthcare providers to benefit everyone from small practices to regional hospitals to national retailers.

C.O.R.E. EXPERTS

Cross-functional specialists assemble to examine the opportunity from every angle, including customer service, business analytics, commercial operations, digital commerce, applications development, and more.

The C.O.R.E. Approach

STEP 1: ANTICIPATE

LISTEN TO AND LEARN FROM PROVIDERS. SEE OPPORTUNITIES THROUGH THEIR EYES.

STEP 2: EXPLORE

ASSUME NOTHING. THOROUGHLY UNDERSTAND CAUSE AND EFFECT.

STEP 3: COLLABORATE

WORK AT THE ENTERPRISE LEVEL. ALWAYS STRIVE FOR SIGNATURE-LEVEL SERVICE.

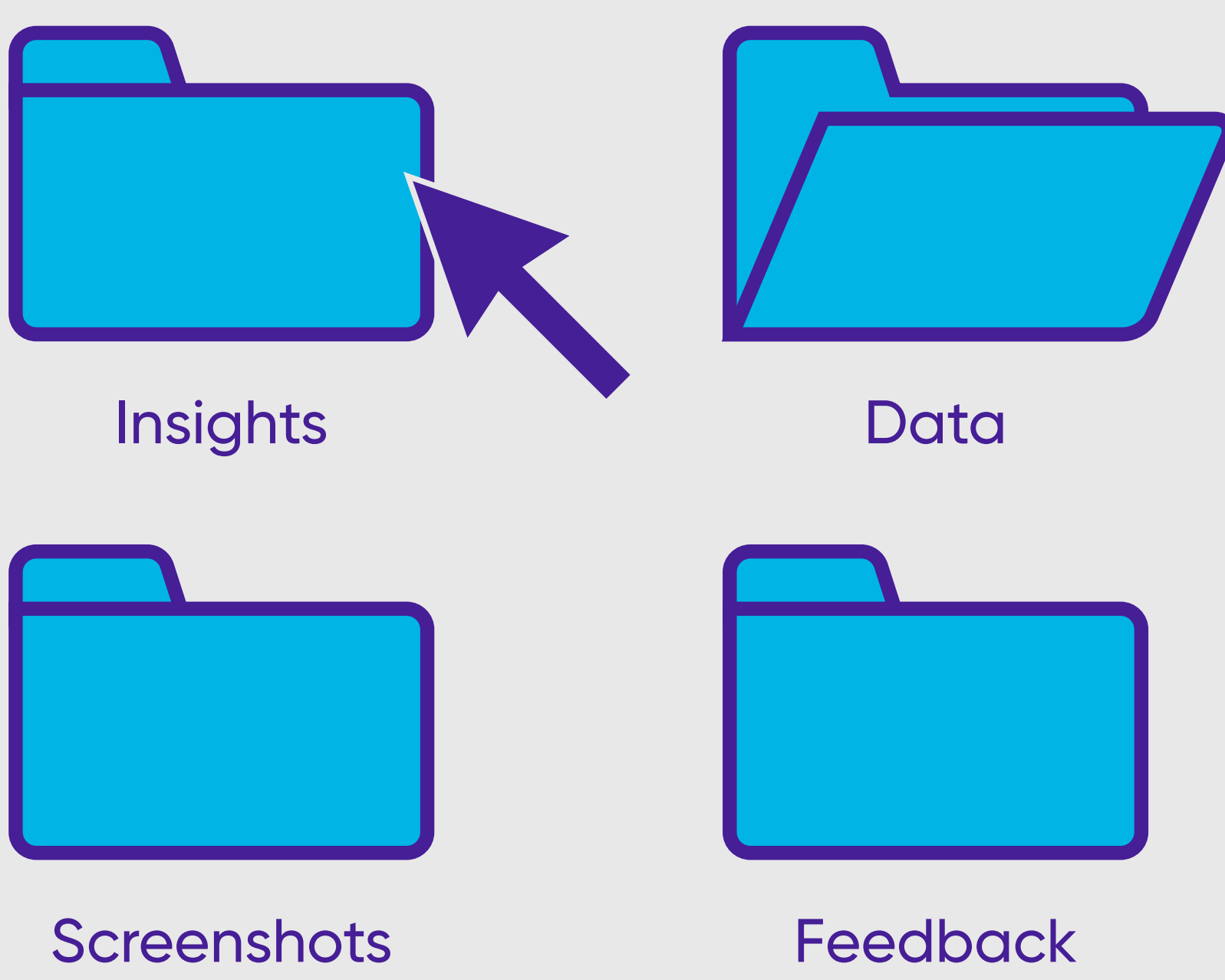
STEP 4: PROGRESS

MAKE UPGRADES ON THE GO. WORK ITERATIVELY AND WITH A BIAS FOR ACTION.

STEP 5: SCALE

LEVERAGE TECHNOLOGY TO CREATE ENDURING SOLUTIONS FOR PROVIDERS.

C.O.R.E.-0024.01



ACTION & RESULTS

After opening case file C.O.R.E.-0024.01, the team creates more than 20 pilot programs and solutions, including:

SOLVE 01

Fewer resets, faster orders

CHALLENGE

Confusing password reset processes and limited security options can cause unnecessary calls to tech support.

SOLUTION

Enhance multi-factor authentication across ordering storefronts and simplify the password reset process.

RESULTS

Nearly 5,000 users enable multi-factor authentication, and streamlined resets allow providers to access our ordering platform faster and easier.

SOLVE 02

Damage claims, simplified

CHALLENGE

Manual damage claim requests can require calls to customer service.

SOLUTION

Enable healthcare providers to upload damage images directly via an automated submission.

RESULTS

38% surge in claims automation, accelerating resolutions and saving providers time.

SOLVE 03

Clear return timelines

CHALLENGE

Difficulty tracking down return information, prompting calls or emails to check return status.

SOLUTION

Add product-specific return timelines directly to the product detail page in our ordering platform.

RESULTS

71% of poll respondents rate the improvement to our ordering platform as very or extremely valuable.

SOURCE QUOTE

"As a former customer, I've personally experienced the challenges caused by vague return timelines. By putting product-specific returnability information front and center, we're making it easier for our customers to get the information they need, and that's a huge step toward improving their overall experience."

Source: Keyvan Nekouei - Former Cencora customer
- Current position: Vice President, Integrated Customer Experience, Cencora

CASE STATUS: ONGOING

- Upgrades to digital-first self-service are proving to be valuable to healthcare providers
- C.O.R.E. experts continue to listen to feedback for ways to reduce friction, save time, and give providers more control over their operations

FOR THE THRILL OF THE SOLVE

As challenges emerge, C.O.R.E. opens new cases to solve them.

[Review other case files](#)