

Case Study

How a Healthcare Call Center Uses CallShaper to Drive Compliance & Scale Complex Campaigns

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Client : **Jordan, Healthcare Call Center Owner**
Industry : **Healthcare BPO, Diabetic Supply, SSDI, Pharmacy Services**
Use Cases : Inbound & Outbound for Diabetic Supplies, SSDI Intake, Pharmacy Support
Key Features Used : IVR Scripting, Real-Time API Validation, Compliance Automation, Call & Lead Tracking



The Challenge

Jordan operates a high-volume healthcare call center focused on sensitive and compliance-heavy verticals. His team handles both inbound and outbound outreach for campaigns involving SSDI qualification, pharmacy enrollment, and chronic care support.

Before CallShaper, Jordan struggled with fragmented systems that required multiple platforms, manual workflows, and time-consuming configurations.

Tasks like call routing, data validation, and campaign launches required developer input or repetitive manual steps.

"There were a lot of moving parts—and a lot of room for error when you're relying on exports, uploads, and third-party workarounds."



The CallShaper Solution

Jordan chose CallShaper for its ease of use, built-in compliance controls, and ability to integrate with live data sources:

Faster Campaign Launch

Jordan's team can deploy new campaigns in hours using CallShaper's intuitive scripting tools—no IT support required.

Real-Time API Integrations

In-call validation checks phone type, litigant risk, & lead match using third-party tools directly integrated within the IVR.

Compliance You Don't Have to Think About

Built-in DNC scrubbing, time-zone restrictions, and phone/address verification are automatically applied.

End-to-End Call Control

From IVR design to call disposition and recording, everything is accessible and easy to configure inside the platform.

Dashboard-Driven Reporting

Clear, accessible metrics remove the need for custom-built reports or data queries.

"We built an IVR that checks eligibility, suppresses litigators, verifies contact data—and the rep never sees a lead unless it's clean. That's the power of having it all in one system."

Results & Business Impact

"CallShaper gives us enterprise-grade control without enterprise-level friction. Everything just works—and that's what we need to grow."



Compliance-First Automation

Ensures only valid, scrubbed leads reach agents



Reduced Ramp Time

Simple scripting and dashboard access shortened agent onboarding



Operational Efficiency

Fewer tools, less risk, and faster response to client needs



Improved Scalability

Jordan can quickly test, duplicate, and scale compliant campaigns

Next Steps: Jordan is continuing to expand his use of CallShaper across new healthcare clients, exploring campaign cloning and overflow routing to scale capacity on demand.