



ST20070824 KIKA Medical User Support - White Paper

Executive Summary

For KIKA Medical, User support service, via phone and email, is an integral part of the service required to satisfy customers' needs and expectations.

Anticipating an increase in the activity and resources required to provide professional Support Service, KIKA Medical has decided to use a professional partner to outsource this service.

As of Sept. 3rd 2007, we have outsourced the hotline to our partner C3i.

Rational #1: requirement for a scalable Support service

We are committed to give our customers a support 24/24/5 available service.

With internal forces, it has proved a challenge to provide and operate this service efficiently, with an effective cost / resource model, under the constraints of organizing night labour and recruiting fluent english speakers in France / Nancy.

Furthermore, fluctuations in the number of support requests in terms of volume and frequency are such, that dedicated KIKA resources would not be fully utilized by support activities only, while shared resources would always have a conflict of priorities.

Therefore, an external professional solution is best to be able to scale up professionally.

Rational #2: Opportunity to increase quality and productivity for Support Services

By outsourcing the support service, we formally introduce / reinforce the concepts of Tier 1 and Tier 2 support levels, and benefit from a contractual and measurable Service Level Agreement, clarifying the service level for our customers.

C3i provides KIKA with Tier 1 service level: all emails and phonecalls adressed to KIKA helpdesk are first directed to C3i's Tier 1 service.

The existing KIKA support staff covers Tier 2 onsite support to manage activities at level 2 and 3. Trivial requests such as account creation, lost password and troubleshooting are all handled by Tier 1.

All interventions requests, Tier 1 by C3i and Tier 2 by KIKA, are logged in the shared C3i tracking system called "Horizon Clinical Call Tracking System". This provides KIKA with improved reporting and metrics on the support activities.

C3i covers service on a 24/24/5 basis with 7 Tier 1 help desk analysts (support agents), and will provide Eventa users with a standard and measured service level:

- Availability from 1am CET/CEST Monday through 1am CET/CEST Saturday
- Average phone response time <=60 sec
- Average Voice mail response time <=1 hour
- Average Email response time <=2 hours
- Abandon rate <=8%
- 80% calls answered <=45 sec
- 1st call resolution for level1 issues >=85%
- Customer satisfaction (measured) >=90%
- Supported languages English and French

C3i selected as the best solution provider

We performed an extensive feasibility study and vendor assesment and selection prior to deciding to outsource the hotline. We analyzed the match between our customer's use of KIKA Medical support service, and the various vendor's offerings. C3i Inc. was chosen as the best possible vendor/supplier of Tier 1 Support services, and we defined



our detailed outsourcing plan and strategy accordingly. Our C3i's operational site is located in Sofia, Bulgaria.

- In June '07, we initiated our transfer project with C3i through a joint project team
- In July '07,
 - Harry Dewulf completed a successful site qualification and supplier audit, positively assessing C3i's site and checking their quality compliance.
 - Shazrina Thouvenel visited C3i to transfer the initial knowledge and to conduct a "train the trainer" session.
- Since then, we have
 - Jointly developed Work Instructions, Knowledge Objects and SOP's,
 - implemented or initiated numerous improvements to facilitate the support transfer (unique KIKA support email address= support@kikamedical.com, filtering and forwarding emails to C3i, forwarding of incoming support phone calls to C3i ...)
 - tested all aspects of this operational transfer

The transition and implementation was achieved thanks to the help of many in KIKA Medical, enabling us to respect the target date of September 3rd, 2007

About C3i:

C3i helps several leading clinical organizations to deliver outstanding service, to conduct faster clinical trials while reducing support costs.

Today, C3i supports more than 34,000 Life Sciences professionals and over half of the leading 50 pharmaceutical companies. With operations in Europe, India and North America, C3i provides uniquely focused and flexible global support for a wide variety of CRM applications, and for several clinical trial technologies used by CROs and investigation sites.

This professional support helps improve the use of clinical software such as Electronic Data Capture, Patient Reported Outcomes applications or IVRS. Support may be given to Site Investigators, Clinical Research Coordinators, Clinical Research Associates (CRAs) and trial patients, significantly reducing costs for multilingual 7x24 help desk support.

From their East European near-shore facilities, C3i helps leading clinical organizations with its multi-lingual help desk agents with:

- Clinical help desk support for global clinical trials 24x7 in over 20 languages, including Japanese
- User account administration and patient randomization,
- Technical Site assessment and connectivity assistance
- Site hardware provisioning and repair and replacement services

For more information, you can visit their website at www.c3i-inc.com