Accelerating Healthcare Business Growth with a Cloud Contact Center

A national dental practice that provides accessible, high-quality dentistry and orthodontics to patients of all ages needed to transform its legacy call center infrastructure to address multiple challenges related to its ongoing expansion: a dispersed staff of over 80 agents handling up to 30,000 calls daily, an increasingly complex, unmanagable infrastructure, and a heightened demand for efficient customer service.

Problem

With the practice rapidly growing, its on-premise phone system was failing to efficiently route calls between the company's headquarters and call center in Chicago, and its 42 offices around the country. The shortcomings of this out of date technology were severely affecting the quality of customer service, as well as doctor-patient and HQ-branch communications. With a 30% yearly expansion rate on the horizon, any issues that could impede future growth needed to be addressed including:

1. The static nature of their technology hindered any future changes and scaling.

2. Limited routing capabilities failed to efficiently connect the growing number of locations, call center agents, medical staff and patients.

3. A complex, heterogeneous system that was becoming difficult and time consuming to manage.

4. The lack of reporting capabilities and CRM integration that significantly reduced the quality of customer service and the number of appointments scheduled daily.

INDUSTRY
Healthcare

REQUIREMENTS

- A unified system to connect HQ and 42 dispersed locations
- A capacity of over 80 agents and up to 30,000 calls daily
- Advanced routing capabilities
- Centralized management
- Easy scalability for a 30% yearly growth rate
- CRM integration
- Advanced reporting
- Remote user interface
- Superior quality and availability
- HIPAA compliance
- A single solution provider

RESULTS

42 Locations +HQ
connected by a unified system

80 Agents & 30,000 Calls
supported by an increased system capacity

Sophisticated Routing Protocols
efficiently connecting a growing number of locations

Centralized Management
for easy deployment, changes and scaling

30% Yearly Growth Rate
supported by the technology's agility and scalability

18% Increase in Appointments Scheduled Daily
made possible by seamless integration with CRM software and healthcare specific applications

Advanced Reporting
facilitating informed management decisions and improving customer service

HIPAA Compliance
to increase data security for medical records

Solution:
S-Net's Cloud Contact Center

After a careful assessment of the dental practice's unique business needs, S-Net determined that its Cloud PBX Contact Center was the best technological solution to support the enterprise's operation nationwide. In addition, this unified system would also facilitate the practice's rapid growth with its centralized management, and outstanding flexibility and agility.

Its sophisticated routing protocols and remote user application allowed S-Net's comprehensive solution to efficiently connect the practice's Chicago based headquarters and contact center to its 42 offices around the country, ensuring reliable communication between locations, patients and their care team, as well as HIPAA compliant security for medical records and other sensitive data.

Integrations with CRM software and healthcare specific applications now allow agents to handle calls more efficiently, increasing the number of appointments scheduled daily by 18% since deployment. In addition, the solution's customized reporting capabilities enable managers to make informed decisions, ensuring consistent quality in customer service across the entire enterprise.