

EBT uses NEC's SV9100 to cure 'Manic Monday' call traffic and provides a healthy return-on-investment for busy medical centre

Appletree Medical Practice, UK

ebt.
communications



Customer

- Appletree Medical Practice

Industry

- Healthcare / Doctors Surgery

Challenges

- Monday morning telephone 'rush hour'
- Irate callers, stressed staff
- No call queuing in place
- High telephony costs

Solution

- SV9100 Comms Server
- MyCalls Application Suite
- Position in queue messaging
- Reduced exchange lines

Results

- Customer service levels transformed; reduced holding times; fewer complaints
- Happier, more confident staff
- ROI of switch to SIP technology
- Cost savings for both the practice AND the callers!



“The move to SIP technology has saved us well over 50%.”

Stephen Leather - Manager of
The Appletree Medical Practice, UK

Challenges

As with any medical practice, Monday mornings were manic with a rush of phone calls and a stream of patients trying to get through.

‘The patients sometimes struggled to get through, and when they did it cost them more money as it was an 0844 number which we were tied into,’ says practice manager Stephen Leather. ‘The staff were also under a lot of pressure.’

EBT listened and understood the challenges that the surgery faced. ‘They recognised the difficulty of implementing a new call system in a General Practice environment where service has to continue without interruption.’ Says Stephen.



Solution

The introduction of a local telephone number and a new and effective queuing system, which EBT project managed from start to finish, was the answer they were searching for.

As Steve Hogan, Managing Director of EBT says 'The Queuing system allows patients to manage their time more effectively. They are told exactly where they are in the queue, which means they can make a judgement whether to stay on the line or call back later.'

Calls are now more evenly spread throughout the day, and staff are able to manage the work load, reducing stress and helping them deal with patients effectively.

'We cleared the previous lease rental agreement and initially put in 30 exchange lines through our telecoms billing partners Gamma Business Communications. This was so that patients could avoid the dreaded busy tone,' adds Steve, 'but we scaled this down to 15 which was more than adequate and saved the practice some money.'

Results

The NEC MyCalls Call Management system provides the surgery with concise reports on all of their telephone calls, covering everything from call duration to highlighting their busiest times.

The reports are emailed to key staff for review and they can also run their own reports on demand.

"We've identified from the MyCalls data what our peak call periods are - this enables us to staff them accordingly."



"Call recording empowers staff to have professional conversations knowing that they have a safety net in the background."

Proving to be a useful management tool, MyCalls has given the practice evidence they need; 'We intuitively felt we understood the position before, but the new reports gave us real data on which we could make decisions.' This included more support for staff at peak times, which in turn was balanced with reduced staffing levels at quieter periods.

Along with the queuing system, management reports and new numbers, MyCalls also records every telephone call. 'There's a real difference in the way my staff communicate on the phone.' says Stephen. 'They now feel empowered to deal professionally with difficult incoming calls, safe in the knowledge that each call is a matter of record and can be played back to objectively evidence what was said.' He adds 'We also use it as a training tool to facilitate better call handling.'

EBT's continuing relationship means they're always on hand to provide support at all levels. 'They're a delight to work with.' Says Stephen at The Appletree Medical Practice. 'Since implementation Steve and his team have provided excellent ongoing support.' He adds, 'We feel we know them.' An important and valuable commodity when it comes to communication!

'The move to SIP has made significant savings in terms of line rentals and call charges we've gone from £400 per month to £170 per month saving well over 50%. In fact that saving has been so significant it has covered the cost of the switch to SIP technology.'



About

Based in Derbyshire, UK, Appletree Medical Practice is commissioned by the NHS to provide primary healthcare for Duffield, Little Eaton and the surrounding villages.

Appletree Medical Practice aims to treat all patients promptly, courteously and in complete confidence, in a safe, comfortable environment.

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