

# Health

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# 3CX Heals Alliance Healthcare's Communications

As one of the leading healthcare product suppliers in Italy, Alliance Healthcare was looking for a solution to uphold its position and reputation amongst employees, customers and suppliers. The company bases its culture on mutual benefit, understanding, respect and trust. The solution needed to reflect that.

## The Challenge

To continue providing the environment and service outlined in their company values, it was important that a more advanced level of communication was established. This would allow its over 500 employees to become more productive, and for customers to reach a higher level of satisfaction.

Their outdated, hardware-based Nortel®\* PBX was proving to be problematic, raising issues involving hardware limitations, poor integration with external systems, and a complicated management interface.

## 3CX Offers a Solution

In the quest for a more modern and flexible solution that would enhance the company's communications, I.T. Leader Graziano Nugnes looked at several systems. After evaluating each system based on simplicity of management, integration capabilities, scalability, and cost, Nugnes finally concluded that 3CX could answer all of the concerns they had.

Alliance Healthcare turned to 3CX Platinum Partner All in One for their new communications solution. They were able to get the phone system up and running in just a few short hours, without any disruption to service. With 3CX, the healthcare product suppliers are now using around 700 IP phones, 500 of which are Yealink T21/T23/W53, around 200 softphones, and 500 telephone lines.

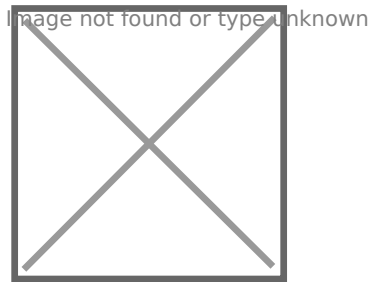
*“We consider the 3CX solution suitable for our needs. 3CX, in addition to reducing costs, has allowed us to connect all our offices as if it were a single entity. It gives us the full autonomy of management and configuration. 3CX is simply the best!”*

Graziano Nugnes, I.T. Leader, Alliance Healthcare

## The Results

The organization is happy to report that employees were able to quickly adapt to the new system, observing a number of benefits across the board. With the use of the softphones and apps across various devices, they reported a significant increase in productivity and mobility among employees. What’s more, they were able to easily connect remote branches and were impressed with the simplicity of configuration and management. Perhaps, however, the most striking outcome from the switch to 3CX was the incredible savings of around €90,000 per year.

## The Customer



Alliance Healthcare is an Italian organization based in Lavagna, and a subsidiary of Walgreens Boots Alliance, which specializes in the distribution of pharmaceutical and para-pharmaceutical products throughout the country. With 26 depots located across Italy, they supply around 9,000 delivery points every day.

# 3CX Brings NHS Surgeries' Communications Back from Critical Condition

Vesper Road and Morris Lane are NHS Doctors' surgeries in Leeds operating as a joint practice, but situated in separate locations across town. Having two locations with separate telephone systems, made collaboration difficult. An update was crucial, not only to improve operations, but also in order to comply with legal regulations. 3CX partner, The Technology Group, demonstrated just how beneficial 3CX and all of its UC features could be, and soon enough, the surgeries had made their decision.

## The Challenge

Liaising between the separate locations was proving difficult. The surgeries were in need of a unified communications (UC) solution that would accommodate their telecoms requirements, while integrating a shared phone system.

What's more, with their outdated system, each feature was charged as a bolt. This in turn was accumulating costs for them each time they used features such as voice recordings. From a legal perspective the surgery is contractually obliged to record calls, so they were forced to pay each time this essential feature was used.

The surgeries were looking to update their outdated proprietary system with a UC solution to improve workflow productivity and slash costs. Initially they were apprehensive about investing in a UC for a small business and had decided not to commit to a new solution, believing that it would be too costly and difficult to implement. 3CX Partner, The Technology Group, stepped in and proved otherwise.

## 3CX's Call Recording & UC Features Meet Surgery

# Requirements

With 3CX's softphones, deskphones, and mobile clients, staff were able to improve responsiveness, by always being contactable via their extension. The mobile client also acts as a handset and has enabled senior patients to stay connected outside of the surgery when at home or away using the same number.

Automatic call recording has helped as a reference for queries and complaints whilst complying with the surgeries legal obligation to record calls. The new secure system allows them to instantly find recordings through simple filtering, saving valuable time searching for the desired file.

Call routing has facilitated communication between the surgeries and they are now able to respond to calls more efficiently during peak periods, thus reducing patient waiting time. To help manage calls, staff also use their softphone client to easily transfer calls via drag and drop capabilities. The call reporting function also helps provide vital management insight into response rates and abandoned calls, allowing resource issues to be identified.

To manage opening hours, the surgery has set up automated time profiles. Now, when patients ring the main number out of hours, the call is automatically diverted to the out of hour's service information, helping them to get the support they need, quickly.

NHS  
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*"The new system implemented by The Technology Group has dispelled all our previous hang ups about hosted telephony and new technologies. With our dedicated internet line we have had a consistent and reliable service and the call quality we have experienced has been great. The installation was very smooth with no disruption. The onsite training has been easily picked up by everyone preventing any holdbacks. The hosted solution is easy to use, staff have been transferring and making calls with ease from the offset, The Technology Group's onsite training made sure they were all set up to hit the ground running."*

Peter McIntyre, Practice Manager, Vesper Road

## The Results

Vesper Road and Morris Lane surgeries have managed to save 18% as a commercial comparison, upgrading to a new solution with key required features now included. Their customer service, for patients especially, has vastly improved. Patients can perceive the two surgeries as one entity, which in turn is positive for the future of the surgeries as the newly integrated platform utilizes one phone number for both surgeries, unifying locations and streamline incoming calls.

# The Customer

vesper road and morris lane

Vesper Road and Morris Lane are NHS Doctors surgeries established in the Kirkstall area of Leeds. This friendly GP practice offers a full range of routine health services, including face to face and telephone appointments as well as online e-consultation options.