

CASE STUDY #1 – MEDICAL CONSULTANCY

A Medical consultancy and product based business with head office in Brisbane, and remote locations in Gold Coast, Caboolture, Ipswich, Sydney and Canberra. Each originally operating with an existing commander system or individual analogue telephones.

Essentially this company required a unified telephone system in order to communicate with all of its staff in multiple locations. Reducing call spend was a secondary requirement. Additional features such as Voicemail and Music on hold also required.

In order to present a local presence for consultations and product placement to a widespread customer base this company expanded in a relatively short period of time

A National 1300 number is advertised as well as a number of existing Brisbane numbers.

SOLUTION:

Install second DSL line and attach a central IP PBX at the Head office.

Transfer copper (Telstra Lines from old telephone system into new)

Deploy new Phones to each desk. As existing data cabling was limited the phones selected permit both the phone and PC to be daisy chained off of single cable at each location.

Remote locations each connected a supported modem/router and a telephone.

OPERATION:

All designated local extensions in central office are able to pickup incoming calls on original numbers. A new DID range was added and activated over the IP PBX. The 1300 number was then pointed at this new number and calls to this number were handled over the new service taking traffic away from existing copper lines.

Remote telephones are true extensions, it was also determined that these remote extensions would also form part of the incoming call group to head office. This results in many more calls being taken by more staff members in more locations than the head office. Offering greater utilisation and operating hours.

It was later required for staff to distinguish calls at remote sites between incoming customers and internal staff calling. As all the phones are all multi line this was achieved by setting up a second ext number on each phone and that number having a distinctive ring tone.

BUSINESS BENEFITS:

This operation lead to increase in orders, reduction in required staff, much lower than anticipated office and equipment costs.