

Access MediQuip



Founded in 1997, Access MediQuip is the first and largest national provider of outsourced implantable device management solutions. The Access MediQuip business model depends upon rapid, efficient and accurate communications to provide devices needed for surgeries across the country. The company has developed a highly efficient, multi-step process, in which it receives orders for devices from hospitals and surgery centers, coordinates delivery of devices with manufacturers, verifies patients' insurance benefits, and answers patients' reimbursement questions. With more than 120 employees, Access MediQuip is headquartered in Houston, Texas, with secondary operations in Maitland, Fla., as well as sales and support professionals throughout the United States. For more information, visit www.accessmediquip.com.

Challenge

With 75 percent annual growth, Access MediQuip rapidly outgrew its original call center capabilities. Its nationwide customer base contacted the business primarily through a single operator, who manually screened over 200 calls per day to transfer them to appropriate agents. As the company attracted new customers, the inadequate system led to abandoned calls and other service difficulties. The original system also did not include a monitoring system, leaving the company with very limited agent performance data. These challenges made it impossible to offer the high level of service Access wanted to achieve with its customers.

Solution

After an extensive review, Access MediQuip chose to work with Avaya Communication Manager, running on the Avaya S8500 Server and two Avaya G650 Media Gateways for secure and reliable voice communications in its Houston headquarters. The company later added an Avaya S8300 in its Florida office. Customer service agents use Avaya Customer Interaction Express (CIE) with intelligent routing based on the caller's needs, and performance reporting to assure consistent high service levels. Avaya 9630 IP desk phones support 70 agents, who preview and place outbound calls and take inbound calls in six different agent groups. Avaya Modular Messaging coupled with Microsoft Exchange provides voice messaging and supports RIM Blackberry PDAs. Avaya Extension to Cellular and Avaya IP Softphone help 40 people on the sales and management teams to remain internally connected with four-digit dialing and access to the same functionality they would have in the office. Verint's Ultra Call Recording application archives calls to protect company and customers from misunderstandings.

Results

- **Enhanced responsiveness.** Access MediQuip quickly set a new standard for meeting its high expectations for customer service, with 99 percent of customer calls being answered within 20 seconds. Callers now have the ability to select agents for the services they need, leading to direct call routing and more efficient agent conversations.
- **Revenue from responsiveness.** Based in part on its improved ability to handle more customer calls, Access MediQuip captured more sales and enjoyed 75 percent revenue growth in the months immediately following implementation.



- **Financial performance from detail-rich call reporting.** As Access MediQuip continued to rapidly attract new customers, the improved call center technology meant it didn't need to expand staffing as significantly as it had in the past. Call reporting via Avaya CIE made it easy for Access to dynamically switch agents to handle unexpected volumes. New performance reports showed which employees are the most productive, and which need coaching or training.
- **New business from solid service-level assurance.** Access MediQuip's enhanced service capabilities through the new call center have been instrumental in attracting new high-value customers. Guaranteed call-center performance metrics are key elements of its new contracts.
- **Ability to enhance the business model.** When a large customer complimented Access MediQuip on its sophisticated call center capabilities, Eric Pezzi, who is senior vice president of operations, saw a new business opportunity. Pezzi offered to provide outsourced customer service functions to the customer. After several months of success with this new venture, Access is working with additional customers on similar services.
- **Easy-to-manage advanced capabilities.** Avaya Customer Interaction Express features, including automatic call direction, screen displays and call reporting, integrate readily with the company's Microsoft ERP and CRM systems. Tim Johnstad, vice president of information and technology, and his team needed little training on the new voice system and now manage virtually all contact center configuration changes independently.
- **Easy to manage business growth.** As Access continues to grow, Avaya easily supports it. When Access opened a new contact center location in Maitland, Florida, the Houston Customer Interaction Express system was flawlessly integrated with the remote site.
- **Continuity from quick, sure system restoration.** The remote Avaya server in Maitland provides full redundancy between the two locations. In the event of a service interruption, Johnstad's team can reroute traffic and restore service within minutes.
- **Projecting a world-class global image.** The improved call routing capabilities support Access MediQuip's agents focus on their area of specialization, leading to an improved customer experience. Management and staff members depend upon the real-time performance data displayed on the wall-mounted LCD displays. The wall boards also serve as a visible reminder of the company's commitment to delivering outstanding customer service.

Applications and Services

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| • Avaya S8500 Server | • Avaya Extension to Cellular |
| • Avaya S8300 Server | • Avaya IP Softphone |
| • Avaya Communication Manager 3.1 | • Avaya 9630 IP Telephones |
| • Avaya G650 Media Gateway | • Verint Call Recording |
| • Avaya Customer Interaction Express | • Avaya Application Enablement Services |
| • Avaya Modular Messaging 2.0 | |

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit "Do Your Research" at www.avaya.com.

“ We believe our telephony capabilities are world-class. I've had numerous executives from multi-billion dollar companies tell me they wish they had customer contact solutions this sophisticated. ”

— Tim Johnstad, Vice President of Information and Technology, Access MediQuip