

## Solution

- Avaya IP Office
- Avaya VoiceMail Pro
- Avaya Call Accounting
- Avaya 5410 Digital Telephones
- Avaya 5420 Digital Telephones

## Why Avaya?

*“Avaya was highly recommended to us as the one solution that could truly give us everything we felt we needed to serve our patients and to create a high level of efficiency for our doctors and other staff. We also saw it as a system that would keep pace with our growth and never become something that we would grow out of.”*

– Deb Grud,  
Director of IT,  
The Dermatology Group

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**Customer:** The Dermatology Group    **Industry:** Medical Practice  
**Location:** West Orange, New Jersey, and seven satellite offices  
**Number of Employees:** 135                      **System Displaced:** Panasonic

## Challenge

When The Dermatology Group opened their third office three years ago, they began to look for a new telecommunications solution that would enable continued growth and provide them with advanced features and functionality. In particular, they wanted to reduce hold times on calls with automated and direct routing to particular services via voice prompts. They also hoped to be able to track their number of calls, hold times, length of calls, and other parameters. As they looked at possible solutions, they made a decision to centralize all calls through an efficient call center based on the capabilities of Avaya IP Office.

## Results

- **Responsiveness to patients.** IP Office enables the practice to view reports based on criteria such as hold times, length of calls, time until a call is answered, number of calls, etc. These statistics allows for adjustments to call center staffing for high-volume as well as low-volume call times. An efficient routing system has helped them to meet their goal of answering each call within approximately 30 seconds, whereas hold times in the past sometimes ran up to several minutes, resulting in complaints from patients. Real-time on-screen monitoring of call queues enables management to supervise and add call center agents as needed.
- **Productivity and user satisfaction.** Total incoming call volume has increased 250% (from 400 incoming calls per day to about 1,000), but is easily managed by the team with key tools such as real-time on-screen monitoring and reports that facilitate staffing. Call center staff members feel less anxious now because they are not constantly juggling people on hold, but instead can concentrate on helping each person they talk to. Four-digit dialing has facilitated ease of growth and expansion of the phone system. (The practice added three new locations over the last six months.)
- **Workload balancing.** Staff from different offices can serve as back-up agents for the call center if necessary. Also, the call center can operate out of a different office on Saturdays, when the central office is closed.
- **Cost savings.** Reports and real-time monitoring have enabled accurate scheduling and use of back-up agents. Overtime, overlapping, and understaffing are no longer issues within the call center. Agents' time and productivity are maximized.
- **Time savings and efficiency for the physicians.** IP Office provides the capability for calls from specific phone numbers to be recognized and routed directly to staff (e.g., doctors' offices and VIPs), enabling these callers to bypass the automated system and reach staff members directly and immediately. Several staff physicians have their head nurses set up with VPN connections at their homes for emergency and patient calls during off-hours.
- **Reliability and ease of management.** The network of eight offices has experienced virtually no down time. Most troubleshooting is done remotely by Nu-TEL. Phones can be moved from one office to another, and staff can move among the locations and still be able to use the same phone system.

**“Our Avaya Authorized BusinessPartner and Avaya have delivered everything we have asked for, and our Avaya solution has already taken us from four office locations to eight. We are all very pleased with the functionality and reliability of the system.”**

– Deb Grud, Director of IT, The Dermatology Group