



CASE STUDY:

CAPE MEDICAL SUPPLY

At a Glance:



Situation:

- Aging on-premises phone system lacking key features
- Scalability and upgradability were important to protect its investment
- Existing cloud-based solutions for business, electronic medical records and CRM applications

Solution:

- MiCloud Connect
- MiCloud Connect Contact Center

Results:

- Successful transition from on-premises to cloud phone system
- Mobile apps for remote workers
- Better insight into performance

Summary

Cape Medical Supply provides sleep therapy and orthopedic bracing products and services to patients in need. Cape Medical Supply partners with healthcare organizations to deliver consistently high patient satisfaction scores and a seamless medical experience for their patients.



Cape Medical Supply

Cape Medical Supply is New England's premiere provider of sleep therapy service and orthopedic bracing solutions. After moving its business, EMR and CRM systems to the cloud, Cape Medical Supply decided to upgrade its on-premises phone system to a cloud solution.

With an old phone system lacking features to meet its needs, Cape Medical Supply decided to start over with a new solution. An outside consultant began the information-gathering phase with a 100-point questionnaire. Based on that input, the field of contenders was narrowed down to five providers. Mitel's MiCloud Connect Contact Center offered extensive reporting tools and the ability to integrate email and chat into the agent's queue system. After a multi-month process, Cape Medical chose MiCloud Connect.

Robust features now and a path for the future

Cape Medical Supply needed telephony features and functionality that offered significantly more value and business benefits than its existing system could offer. The organization was interested in, and willing to invest in, the best solution possible. Scalability and upgradability were important to ensure investment protection. Beyond that, the in-house IT team knew more about on-premises telephony than cloud, so finding an easy-to-use, hands-off solution was important.

Prior to the MiCloud Connect Contact Center implementation, Cape Medical Supply had no ability to monitor call volume, customer service quality or the demand placed on each of its call centers and 45 agents. Since the Mitel deployment, the organization can see how the system performs in real time, identify heavy call times and more effectively reallocate resources. Managers can pull up historical patterns and determine whether they need additional staff in certain contact centers on particular days and at specific times. The ability to staff appropriately has resulted in a more positive customer experience.

"We absolutely made the right decision going with MiCloud Connect."

Gary Sheehan, CEO, Cape Medical Supply

"With Mitel, we can remap the way that our patients and partners contact us because of our ability to drive calls to the most appropriate agent queues. It's also going to allow our management team to have much greater visibility and insight into how specific teams are performing relative to the volume that is being pushed at them on an hourly or daily or weekly basis," says Gary Sheehan, Cape Medical Supply CEO. Cape Medical Supply also finds the mobility and scribe features beneficial in improving customer communications. Patient and partner calls can be routed through the main gateway to reach any of the field sales personnel. Scribe enables employees to more effectively manage calls with voicemail transcription. Those transcribed messages can be easily forwarded, eliminating the need to write an email.

"We are really excited to have an email and chat functionality and to offer that platform for our patients and partners to handle quick one-off transactional discussions or decisions that need to be made in a timely manner. We can also revamp the Contact Us page on our website so it promotes that feature and starts to push volume in the direction where it's appropriate," explains Sheehan.



With an intuitive user interface, training employees of all skill levels went smoothly. Week one, the company focused on making sure the phones were ringing, calls were answered, and that employees and agents were comfortable with basic functions like managing and moving calls. Moving forward, IT will promote the use of more advanced features and conduct additional training.

A leg up on the competition

Cape Medical Supply is in the service business, so ensuring a positive customer experience is paramount to gaining and retaining customers. “What we offer is a product you could get essentially anywhere, so we need to build a competitive advantage through our service. The way that patients and partners interact with us via our phone system is a significant part of their experience,” says Sheehan. “As we continue to implement Mitel, we will have a significantly better patient and referral partner experience and continue to build our competitive advantage across the regions we serve.”



Learn More

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Explore more stories like this at mitel.com/customers.

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