NONPROFIT

COMMUNITY HEALTH CENTER GROUP TACKLES TOUGH CONTACT CENTER CHALLENGES WITH VOCAL IP

OVERVIEW:

For this New Jersey network of community health centers, latency and inadequate network resources were causing big problems, starting with a massive loss in successfully completed contact center calls. They were very unsatisfied with their current vendor, struggling along with a disparate assortment of PBX platforms that lacked modern call features, and they were searching for a robust virtual contact center platform that could seamlessly scale with their needs.

PROBLEM:

This Vocal IP customer, a network of community health centers in New Jersey, is large and varied. They currently staff over 750 employees, spread out over two dozen locations, and mainly serve underprivileged communities in often high crime areas. Their mission is a vital one for these neighborhoods: to deliver comprehensive healthcare and social services to residents who otherwise may not be able to afford them.

This organization's existing vendor had proven unable to keep up with the growth of this network, providing inadequate network resources that in turn caused big problems with their IP-based phone system. Struggling along with limited bandwidth and high latency, their contact center platform had recorded an astronomical number of call losses due to latency: over 100,000 dropped calls within the span of only a month.

The disparate combination of PBX systems at different locations was likewise causing major headaches. Their per-site phone trees were essentially isolated

islands, lacking any kind of extension dialing platform. Little information could be gleaned from call drops, as there was no organization-wide data gathering across the networks. Any one of these issues would have caused substantial problems for a multisite nonprofit. In this case, they all combined to create an intolerable and growing mess.

SOLUTION:

This nonprofit contacted Vocal IP with an awareness that a problem existed, but without a full understanding of how deeply the issues extended. Our team began with a full analysis of their existing infrastructure, discovering the extent of their call drop problem as well as the roots of most of their issues: inadequate bandwidth, high latency, and a motley collection of outdated, premises-based PBX systems that didn't talk to each other.

Vocal IP recommended our Cloud Voice solution, which would immediately provide a consolidated and robust telephony platform to their entire network, along with a full range of modern call features. We could ensure low latency and full bandwidth, backed by an SLA and a 24/7/365 NOC presence. This would cut their costs substantially, eliminate their call drops, and provide a substantial new resource for communicating with their clients.

In addition, our networks are fully HIPAA-compliant, dramatically reducing their potential regulatory liability by establishing a strong, secure network infrastructure, protected by a virtual firewall (FWaaS).

For their contact center, we implemented our CCaaS (Contact Center as a Service) platform, incorporat-

ing intelligent ACD queue routing and integrating it seamlessly into their workflow. This began creating an almost immediate ROI gain, while also allowing them to quickly route calls for specific service, cultural, or language requirements.

Finally, while working on their telephony problem, our team discovered another opportunity for this customer: virtualized video security. Many of their locations were based in high crime areas, and they had suffered losses in recent months from crime incidents. We were able to use the savings gained from their new network services to implement a centralized VSaaS (Video Security as a Service) solution that delivered a consolidated security platform, across all their sites, on a single management dashboard. Vocal IP has since continued to work with their team to expand and refine their telecom solutions within their budgetary framework, ensuring a continuing ROI with a system that would continue to support their growth.