Upgrading Phone Systems

for Healthcare Non Profit Leads to More Efficient Call Flows

CRA™
Transform IT
Computer Resources of America

Computer Resources Of America Case Study

New Unified Computing System for Healthcare Nonprofit

Client Background

A New York city-based nonprofit approached Computer Resources of America for assistance. The non-profit, funded by both the city and state, effects change by providing community-based outreach with the goal of helping underprivileged residents gain employment and access to healthcare. The nonprofit has been positive force in the community and in its 20 year history has grown. The nonprofit has seven offices and 23 satellite locations. Its 350 employees service 350,000 people. The nonprofit is diversified and client-focused.

The Nonprofit's Needs

When CRA was approached by the nonprofit they were struggling with their phone system. After a decade, it was not suiting their needs. The following problems existed with the current phone system:

- **It was not upgradable.** While it had served its purpose in the past, the phone system did not have the capacity, and could not be expanded, to keep up with the nonprofit's growth. No more new users could be added to the system.

- **Costly.** Annual required warranties for support were expensive. Further, the system simply could not support the needs of the nonprofit.

- **Limited voicemail.** The system limited recordings to handle the amount of messages left.

- **Not technologically advanced.** The phone system was out of date with no productivity features in cluding things as common as voicemail-to-email transcription thus delaying messages until employees were able to call in to retrieve messages.

There were gaps in communication between the nonprofit and program recipients - which the nonprofit found unacceptable. CRA and the nonprofit partnered to weigh all options carefully resulting in the selection of a system with the capacity to grow as the nonprofit grows both in staffing and as telecommunications technology advances. The nonprofit used the expertise of the staff at CRA to develop, draft and submit a grant proposal to New York City to fund a new Cisco Unified COmputing System (UCS).

It was vital that the nonprofit's goals remained at the forefront of the partnership while using CRA's expertise in education and decision-making. One of the two major goals was to implement productivity and messaging improvements to eliminate further gaps in communication. The other goal was to eliminate the heavy maintenance costs of the obsolete system.

The Solution

Computer Resources of America assisted the nonprofit in selecting the CISCO UCS XXX, a feature rich unified computing system with full functionality. The benefits were instantaneous:

- Auto Attendant. Now when staff are on the phone, they no longer have to place these important calls on hold. If no staff is available, the Auto Attendant answers. This results in minimal missed calls and provides a far more professional experience both to those callers on the phone already and those calling in and reaching the Auto Attendant. After hours the Auto Attendant answers all calls, including multiple calls at once. Staff members can pick these up in the morning, expediting messages and eliminating messy, easy to lose Post-It messages.

- Eliminates communication gaps. The Enhanced Voicemail feature allows users to call in and get messages rather than being on their dedicated line. Any phone connected to the system provides instant access to messages. The new voicemail system also has sophisticated voicemail to email transcription.

- Call forwarding. Calls can be routed when a staff member is out of the office for an extended amount of time seamlessly avoiding long waits and making sure no one's call is missed.

The CRA Difference

Computer Resources of America is dedicated to working with clients to advance their technology to help people. Whether you need a new phone system or staff trained on how to maximize the tech you have in place, we can help.