



Unified Communications

FOR A SUPERIOR CLIENT EXPERIENCE

Physio Inq was dealing with old phone and internet technology and faced the challenge of unifying multiple sites.

THE BUSINESS

Established in 2006, Physio Inq is a network of physiotherapy clinics, originally limited to the western suburbs of Sydney, now going Australia wide with its new unique & innovating licensing opportunities. Physio Inq is a healthcare destination providing physiotherapy, Pilates and massage services.

THE CHALLENGES

- Old technology including a copper line connection
- Fractured communication model across sites, with clients unable to connect and communicate between clinics

Physio Inq faced the challenge of unifying their voice, data and cloud communications across multiple sites and head office. They wanted to ensure the delivery of an outstanding customer experience, ensuring no missed calls or hold times for existing or prospective clients. They showed a strong commitment to cloud services to streamline business process and improve profitability.

When Arrow was initially approached, Physio Inq was operating as a fractured business, each site with it's own standard copper and ADSL lines. Each physiotherapy office featured their own traditional landline number, creating a fractured business structure with clientele having to call multiple locations.

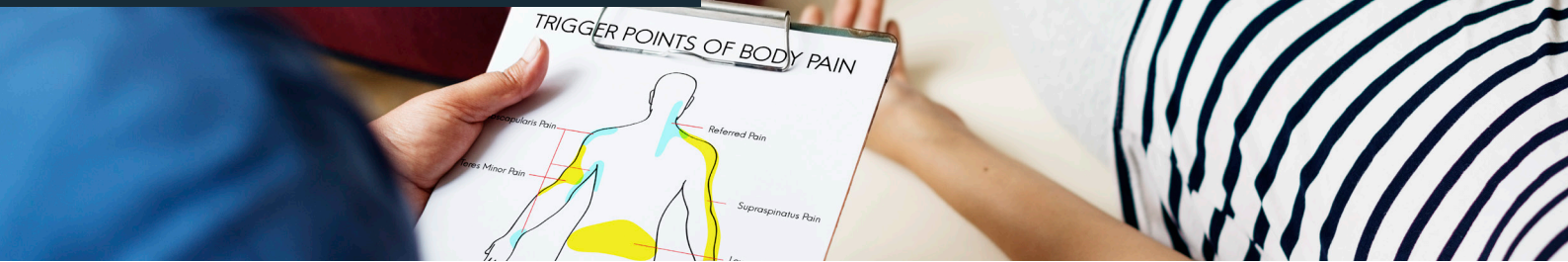
Physio Inq proposed that Arrow present a solution to unify their business sites, streamline their booking and contact process, thereby improving productivity and client satisfaction. The Arrow team provided Physio Inq with our award-winning unified communications solutions through cloud-based contact centres.

SOLUTION SUMMARY

- Cloud communications solution
- Fibre data connections with redundancy
- Secure managed WiFi
- Cloud phone contact centre

OUTCOMES SUMMARY

- Unified support and billing
- 8x8 cloud based phone network
- High speed and reliable fibre and data connection for streamlined data access
- Postcode call routing for a superior customer experience
- Call analytics suite



THE SOLUTION

Physio Inq is a hierarchy structured company seeking to unite independent practitioners under a unified brand, ensuring the best possible practice standards and treatment.

Arrow was able to provide Physio Inq with a customised solution, including:

- Cloud based unified communications
- Fibre data connections with redundancy across all clinic sites
- Secure managed WiFi access
- Centralised phone contact centre

All the above are backed with Arrow's 24/7 Australian based support network.

This multi-site solution covers over 11 separate clinic sites, all featuring services and solutions provided by Arrow, listed below.

- Centralised support and management to reduce operational costs and improve profitability
- Upgrade to fibre data connections at all sites with redundancy
- Secure managed WiFi access across all sites
- 8x8 unified communications cloud phone system for all sites and staff
- Delivery of intelligent postcode call routing, to ensure efficient response to customer inbound calls to the closest Physio Inq site
- Call overflow and routing solution to ensure calls are answered quickly by a live operator
- Phone line porting from 3rd party carrier to Arrow services

OUTCOMES

- Arrow delivered a unified technical support and billing solution, with 24/7 Australian based support and cost centre billing for easy accounting and management
- Centralised unified cloud-based phone network through 8x8 systems
- A postcode routing 1300 number, with the ability for customers to enter their postcode with the call which automatically transfers to the closest clinic for bookings and enquiries
- Streamlined data access and services, providing high speed, reliable fibre and data connections at all sites across the Western Sydney basin
- Full analytical tracking through the 8x8 Cloud phone system, with full visibility of customer interactions through phone enquiries, improving the patient experience and increasing the system's ROI.

PROCUREMENT SPECIALISTS

Arrow Voice & Data are the only company you need for all your business IT and telecommunications requirements.

Being procurement specialists allows us to handle all technology, purchasing, warranty and support in one convenient package. Your business can focus on what you do best, leaving the technology setup and ongoing management to the experts.

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