



Eye care provider implements SD-WAN, OfficeSuite UC and CCaaS to improve resiliency, performance and the patient experience

A metro-based eye care provider strives to provide outstanding healthcare services with compassion, offering optometry, general ophthalmology and ophthalmic surgery across their 11 locations. The organization needed to modernize their network, voice calling and contact center technology to provide the highest-quality eye care to their patients. Partnering with Windstream allowed them to address all their needs at once.

At a glance

Industry

Healthcare

Customer

11 locations in a metropolitan area

Challenges

Legacy network service

Outdated voice technology

Inadequate contact center solution

Aging application server

Solutions

SD-WAN

OfficeSuite UC®

Windstream CCaaS, powered by Talkdesk

Cloud Connect

Managed Network Security (MNS)

Cyber Security Operations Center (CSOC)

WE Connect portal

Results

Reliable and resilient connectivity

100% uptime

Decreased call waiting by 50%

Enhanced patient experience

Eased stress on contact center agents

A legacy system out of focus

Suffering from frequent outages, the eye care provider's MPLS network over T1 lines lacked the resiliency and bandwidth to support their business needs. The outdated network included only one internet access connection at most locations, and when that failed, the office could no longer serve patients or access their electronic health records (EHRs), resulting in a poor patient experience and lost revenue. The limited bandwidth of the T1 lines also couldn't support the new high-performance applications the organization was adding.

To ensure resiliency, Windstream replaced the provider's legacy network with a new SD-WAN solution. All locations were provisioned with two connections in an active/active configuration and their T1 lines were replaced with high-bandwidth Ethernet.

Windstream also deployed firewall security protection for all locations, with Managed Network Security (MNS). The eye care provider counts on the Windstream Cybersecurity Operations Center (CSOC) to keep them protected from cyberthreats and well informed about the state of their information systems and network.

Outages are now a rare occurrence and all of the organization's applications are running at peak performance. Their director of IT routinely uses Windstream's WE Connect portal to monitor performance in real time and limit the bandwidth available to low-priority apps so that high-priority apps can function as expected.

“The Windstream Contact Center as a Service, powered by Talkdesk, has significantly improved our ability to book more appointments and improve our patient experience.”

Director of IT

“Windstream has been a dependable partner, and the support team has always been very helpful,” said the IT director. “We’re a medical practice, and any network downtime is a financial loss for us. Constant uptime and being connected 100% of the time is the most positive experience we’ve had since partnering with Windstream.”

Crystal clear voice communications

The eye care provider also needed to upgrade their inadequate legacy voice system.

Windstream OfficeSuite UC®, a 100% cloud-based service, was implemented to replace the legacy on-premises PBX system. New modern phones with advanced features replaced the existing phones at all locations.

OfficeSuite UC runs over the new SD-WAN connection, ensuring the resiliency and high-quality performance of voice communications.

A better contact center in sight

The eye care provider's leaders had reached the end of their patience with the organization's legacy contact center solution as well. The waiting time for setting appointments was too long, and they had a high call-abandonment rate.

Windstream Contact Center as a Service (CCaaS), powered by Talkdesk, helps agents improve patient satisfaction and deliver a pleasant, streamlined experience.

Agents have easy access to interaction history and patient data to answer caller questions and resolve problems faster, leading to happier customers and lower employee turnover.

The eye care provider's leaders say that the Talkdesk CCaaS solution has made a significant improvement, with call waiting times reduced by nearly 50%. The organization is benefitting from more booked appointments, happier patients and increased revenue opportunities. And Windstream's CCaaS has also helped reduce call center agent stress, fatigue and turnover.

The advanced features of the Talkdesk solution have proven quite beneficial to the provider. Notably, there's a popular feature that lets a patient reserve their spot in the queue and has the contact center agent call them back rather than forcing the patient to wait on hold. The Agent Assist software that delivers real-time assistance and next-best-action recommendations during a call has also proven to be a time-saver.

The Talkdesk CCaaS Workspace portal gives call center managers the ability to make their own changes, such as moving agents to different call queues, adding new agents and creating trouble tickets.

"We're now able to handle more calls per day and book more appointments, which is increasing revenue, no doubt about that, so we definitely see the economic benefits of using the software," said the IT director. "In addition to the increase in the number of calls handled, the dissatisfaction or fatigue that call center employees were experiencing has reduced quite a bit."

Visibility and control

The WE Connect portal makes it easy for the organization to make their own additions and changes. They also use the dashboard to run reports and analyze usage.

"It's an improved system with features that let us run reports on how many calls were being made, and we can see how many callers were waiting at any given time on the dashboard," the IT director said. "The visibility that we need is there now, and there's easy management when adding or changing extensions across our 11 offices or moving different extensions to the queue."

Our managed connectivity, communications and security solutions are innovative. Your business outcomes are imperative.

For more information on how Windstream Enterprise can support your technology needs, visit windstreamenterprise.com