

# Case Study



**Square One**  
.Network



## The Client

Based in Lancashire, Medical Connections are a marketing agency focussed on the medical and healthcare industry. Working with brands throughout the UK, including Harrods, Four Seasons Healthcare, Bupa and Age Concern, Medical Connections design and sell advertising in patient appointment cards for both GP surgeries and the NHS.

## The Challenges

Although satisfied with the hosted solution they had in place, Medical Connections were unhappy with the level of customer service they were receiving from their provider, especially as they were paying a high price for their services each month. Therefore, Medical Connections contacted Square One Network to review their hosted solution.

## The Solution

After assessing the current hosted solution, Square One had discovered that Medical Connections were grossly over-paying for a hosted solution that was not feature rich.

Therefore, Square One's aim was to provide Medical Connection with an improved hosted solution but at a cost-effective price.

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*Used this company to set up a new phone system for our office and I can't fault them. Sam O'Shea has been brilliant and is really a credit to the company. His after sales service has been spot on. We later used them for our business mobile phones and the service and competitive pricing was again brilliant*

Lewis Nelson, Financial Director

After talking with Medical Connections about their hosted solution in more detail, it was apparent that there were certain aspects that Medical Connections were frustrated with. For example, the lack of call barging – where a person is able to drop in on live calls – meant the sales managers would have to use headset splitters in order to listen into agents' calls and make notes for improvement.

Therefore, we ensured that call-barging would be included on their new hosted solution, in addition to setting up hunt groups and the auto-attendant. Both these features were of great benefit to Medical Connections as they don't have a dedicated receptionist and it meant the caller can be directed to the relevant person quickly and efficiently.

We also provided Medical Connections with other productive features such as the Voicemail to Email function, which records the voicemail as an audio file and sends it to an email address. This enables voicemails to be picked up on more quickly, improving customer service levels.

## Results

Square One Network were able to provide all these features and save Medical Connections 58.5% each month, thus offering them a better solution at cost-effective price.

Unfortunately, whilst Medical Connections were waiting for their main number to be ported across, the old system became a victim of number spoofing, whereby the number was being used to conceal a fraudulent number. As a result, this caused Medical Connections to have multiple inbound calls from frustrated callers. To quickly resolve this, Square One Network changed the auto-attendant recording to explain the fraudulent calls.

Happy with the high level of customer care they received, Medical Connections consequently decided to move all their mobile phones over to Square One Network as well as introduce Akixi – a call management system and analytics software - to their product portfolio.