



# Modernizing to Cloud solution, for multi-site central call management

## About the client

Macarthur Veterinary Group provide a full range of veterinary services for all types of animals including dogs, cats and Australian wildlife in Western Sydney. The Macarthur Veterinary Group has four locations and the client wanted to integrate the way the calls were handled. So they can provide a better experience for clients calling in and enable nurses to spend more time with patients, less time answering phone calls. The client required a small contact center solution that can centralize its communication system.

## Summary

Ericsson-LG Enterprise recommended the 'iPECS Cloud' as a solution. With the iPECS Cloud's flexible and scalable solution and they could use their existing hardware allowing them to manage the call volume by setting up a small contact center to ensure they never missed a call within their multi-site's daily operation.

## Challenge

Previously the customer was using an iPECS LK system. They had requirement to modernize the communications system that would be reliable and future proof, and still enable them to capitalize on their existing hardware. More importantly they wanted to set up a contact center to centralize their calls and to efficiently manage the large volume of calls coming in every day.

With the old solution, if a customer called the wrong branch, the office staff could not transfer the calls and so the customer had to dial again to connect to the other locations.

## Product

Platform

- iPECS Cloud

Terminal

- LIP-8000 series



Under 100 Ext.



Corporate



iPECS Cloud



Macarthur  
Veterinary Group



Macrthur  
Veterinary  
Group

**"With the iPECS Cloud system, we can focus on what's the most important, looking after our patients and clients to drive them the best case we can."**

– Steve Ferguson, Managing Director of Macarthur Veterinary group

## Solution

- iPECS Cloud for modernizing the communication solution from iPECS LK
- reuse of the existing hardware, the LIP-8000 series
- Centralization of the multi-sites
- Reporting features on call volumes for data driven system management
- Organize the call flow first to the contact center then to the right service branch

## Benefits

The office staff and nurses could spend more time with their patients and less time answering phones. In addition the transition to the new cloud system was seamless and effortless for the staff. Moreover, the capacity to grow with the client's business expansion completely allowed them to concentrate on their core business.

- Seamless transition to the cloud communications solution
- Centralization of the multi-sites
- Dedicated contact center for centrally handling customer calls
- Realtime call volume statistics and reports for efficient management
- Cost saving by reusing the existing hardware
- Increasing productivity by allowing the business to focus on its core service