



CASE STUDY – CHESAPEAKE UROLOGY ASSOCIATES

Chesapeake Urology Associates, the largest urology practice in Maryland, delivers the most innovative and compassionate urology care available. Composed of 48 of the mid-Atlantic region's top urologists, Chesapeake Urology provides the convenience of 16 urology centers and 14 surgical centers throughout the greater Baltimore area.

Their fast pace of growth provided new challenges in how to effectively manage increased call volumes and maintain customer service. To meet increasing patient demand across all of its Baltimore area locations, Chesapeake Urology saw the need to create a call center at their main location and they selected DATEL's CALLSWEET! Live for the Avaya Communication Manager.

Previously, patients would call their local office to schedule appointments or ask questions which taxed resources at every location. CALLSWEET! Live allows Chesapeake Urology to provide centralized appointment scheduling, condensing their resources to a single location and giving their patients one number to dial. Through the advanced routing capability of Avaya Communication Manager, Chesapeake Urology could also maintain customer satisfaction and "personal touch" as requests to speak with Doctors in local offices can be quickly satisfied.

Cindy Feeley, Call Center Director at Chesapeake Urology believes that CALLSWEET! Live will enable them to improve both operations and patient satisfaction. "In the past, patients would call into their

local center to schedule appointments or ask questions. With CallsWEET! Live, we will be able to provide one number to our patients that will ring our call center and be answered quickly by one of our 20 agents. If it's an appointment that needs to be scheduled, we can handle it in our call center. If the patient needs to speak with a doctor at their local center, we can quickly route that call. That is going to dramatically improve customer service and give us insight into call metrics that will enable us to make intelligent business decisions."

In addition, the robustness and scalability of CallsWEET! Live will be able to keep up with Chesapeake Urology's explosive growth as they enter new communities throughout Maryland.

Chesapeake Urology Associates has also implemented CallsWEET! Release 7 for their call accounting needs. With CallsWEET!, companies can access historical reports to gauge telecommunication costs, monitor usage, administer departmental billing, and reconcile long distance charges.

The Solution

Software

DATEL CallsWEET! Live for ACM Call Center Software

DATEL CallsWEET! Call Accounting Software

Avaya Expert Agent Selection (EAS)

Avaya Application Enablement Services

Hardware

Avaya Communication Manager

Avaya S8730 Media Server

Avaya G650 Gateways

Avaya AES Server