

## The Doctors Laboratory get the All Clear with Integrated Communications Platform

The Doctors Laboratory (TDL) is the largest independent provider of clinical laboratory diagnostic services in the UK. They provide laboratory information required for diagnosis and treatment of medical disorders. TDL is widely respected in the medical sector and has a proven reputation for efficient and safe specimen handling throughout the UK and worldwide.



### Overview

#### Client requirements

- A fault resilient integrated communications platform
- Accurate call centre reporting capability
- Voice calls

#### Alternative Networks' solution

- Mitel's 3300ICP platform - a completely resilient call centre reporting system that provides inter-site VoIP connectivity
- The support of a dedicated Account Management Team to manage the installation process and provide ongoing support

#### Results

- Fault resilience
- Call reporting
- Improved efficiency
- Inter-site connectivity
- Free calls between offices using VoIP

As a CPA accredited company (Clinical Pathology Accreditation), TDL is committed to delivering exemplary internal quality control and external quality assurance..

### The challenge

Due to a high volume of calls and product enquiries, TDL has an in-house call centre. However, a lack of reporting capabilities on their old telephone system meant TDL had no way of measuring the number of incoming calls or effectively staffing the centre in accordance with the volume of calls. This was particularly hindering service levels at busy periods and calls were often missed.

Communication between their three offices was also key. However, no resilience meant that if the telephone system ever failed, it would result in a complete loss of communication. Furthermore, as the company was growing they were experiencing considerable inter-site voice traffic costs due to the three disparate systems in each of the offices.

Following a growth-motivated relocation to larger premises, TDL recognised the need to upgrade their old system.

## The solution

After in-depth consultation with TDL, Alternative Networks developed a solution that was tailor made for their business needs. Fundamental to the solution was the Mitel 3300ICP platform, which provides comprehensive call centre reporting and inter-site VoIP (Voice over IP) solutions.

With the 3300ICP, TDL is now able to monitor call flows in real time and respond quickly during busy periods.

Furthermore, the ability to obtain historical call reports now means TDL can effectively analyse their customer service levels and plan for busy periods by staffing the call centre accordingly.

With this solution, TDL also enjoy total resilience across all three offices, through the deployment of multiple ISDN connections from different telephone exchanges and separate Mitel controllers at each site. Should any of the systems or sites have a fault, call routing and user functionality are automatically reassigned to one of the "backup" controllers. This effectively eliminates single points of failure within the network.

## The results

Following a smooth integration process, the Alternative Networks solution has provided TDL with total peace of mind. Their platform is resilient to faults and they now have the ability to measure the efficiency of their call centre. Additionally, they now enjoy free calls between their offices using VoIP technology. From a client's perspective, they have the appearance of a single site company.

Alan Smith, Group IT Director at TDL said: "The extra reporting functionality made available by Alternative Networks' solution has enabled us to quickly and accurately measure the efficiency of our call centre on a daily basis. What's more, our totally resilient circuit ensures that we can deliver the highest level of quality assurance to our clients."