



## Customer Case Study

### Customer Profile

The largest and most respected Twin Cities multi-specialty eye care practice in Minnesota. This organization conducts routine eye exams, diagnoses eye disease, performs advanced surgical procedures and handles eye emergencies 24 hours a day.



**“Matrix has not only met our expectations for a telecommunications vendor with the Avaya VoIP solution, but has exceeded our expectations with their exceptional high quality customer service.”**

**- Irene Berg, Data Services & Health Information Director**

### Business Challenge

As is true with current medical service, eye care is experiencing increased customer interaction over the phone, which requires additional resources. With nine (9) local sites, the existing telephony infrastructure did not allow resource utilization across the organization.

While desiring the ability to provide cross-functional call center capabilities, the new system needed to be reliable while providing centralized systems resources. Growth to new out state locations is also planned and a telephony platform providing easy expansion and addition was required. The telephony platform also needed to allow future applications for enhancing customer interactions. Planned applications include screen pops, routing based on calling party number and multi-media applications.

### Solution

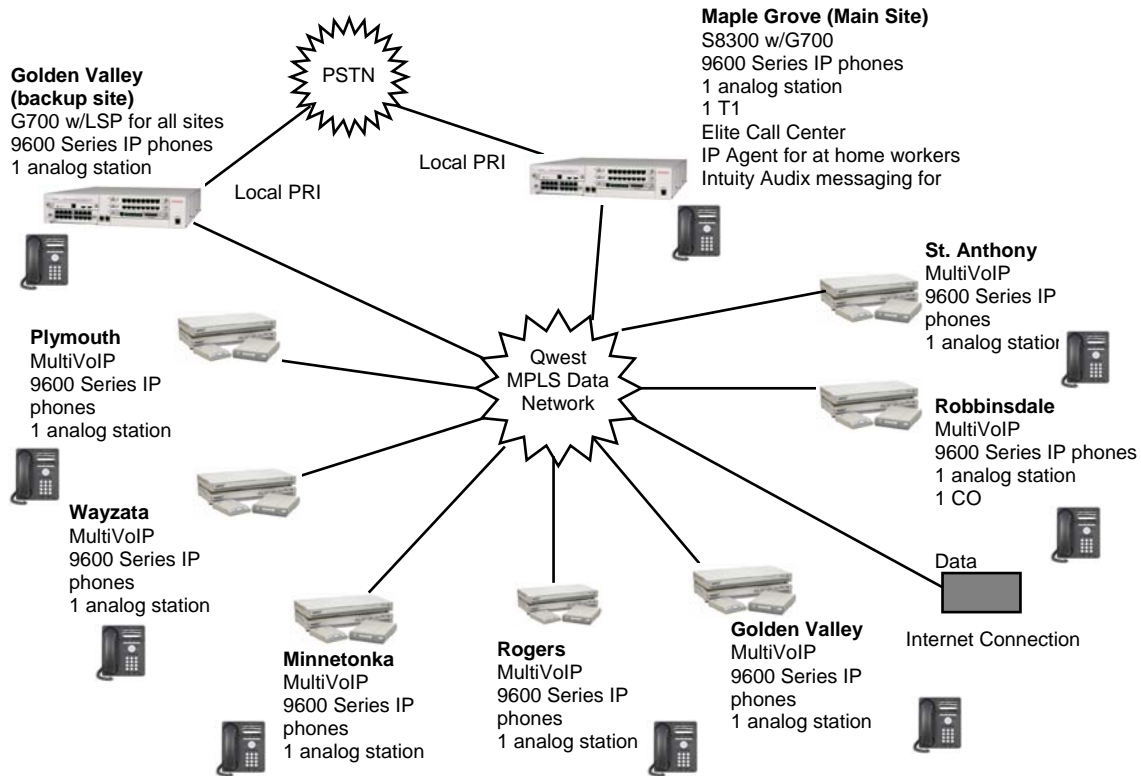
Matrix designed an Avaya S8300 system for the main site, including the Elite Call Center software and messaging for the enterprise. A failover S8300 Local Survivable Processor (LSP) was designed for a secondary site. This failover site was included in the network to assure customer service calls could be handled throughout the enterprise if the main site was unreachable. Seven (7) remote sites were designed with small gateways from MultiTech to provide analog station and Central Office trunking connectivity as well as basic call handling in the event of WAN outages.

Avaya Elite Call Center software allowed agents to be located at any of the sites and provided an IP Agent shared control desktop application to provide future screen pop functionality along with other features designed for agent efficiency. Additional IP Agent desktop application licenses were also included allowing calls to be handled by at home agents. Coupled with Avaya Basic Call Management Reporting (BCMR) package, customer service call handling and metrics allow robust routing options and easy management.

To allow quick contact with employees traveling between offices, Avaya Extension to Cellular was deployed allowing one number contact with one voicemail functionality. Matrix designed, installed and programmed a Cisco data network and performed a network assessment to support the IP Telephony implementation.

As part of the total solution package, Matrix included a Qwest MPLS network to link all nine (9) facilities. The MPLS network was designed to prioritize voice for end to end Quality of Service (QoS) while eliminating the single points of failure previously found in the network design.

The following diagram depicts the overall topology of the solution designed and implemented by Matrix Communications:



Solution Applications and Services Summary	
Avaya Communication Manager	Avaya IA770 Messaging
Avaya Elite Call Center	MultiTech Multi-VoIP Gateways
Avaya Basic Call Management Reporting (BCMR)	Cisco Power over Ethernet (PoE) Data Switches
Avaya IP Agent	Cisco Routers
Avaya Extension to Cellular licenses	Matrix Data Network Assessment
Avaya S8300 Server for Main location	Qwest MPLS Network
Avaya S8300 Server in Local Survivable Processor mode for secondary location	Matrix Implementation Services
Avaya G700 Media Gateway	Matrix Service Maintenance

For more information on how Matrix Communications can design a communications solution for you, contact us at (763) 475-5500 or visit us at [www.matrixcomm.com](http://www.matrixcomm.com).