



Business Sunrise for Medi24.

How Medi24 relies on Business Sunrise for an innovative and user-friendly call center CRM solution and gets what it was looking for.

Customer

Founded in 1999, Medi24 is Switzerland’s leading telemedicine firm. With some 1.5 million telemedical consultations, Medi24 is a pioneer in the field of telemedicine. More than 2 million individuals have access to Medi24 via health insurers and doctors’ networks. On peak days, Medi24 completes more than 3000 consultations. An interdisciplinary team of medical specialists and certified medical specialist advisers offer assistance around the clock in four languages. Medi24 has about 70 employees.

Requirements

Thousands of medical inquiries reach the 50-station telemedical consulting center every day. The existing phone system environment had reached its limits, the CRM system was outdated, the operation was unstable, and the solution was expensive for agents working from home. The customer was looking for the seamless integration of the CRM and phone systems in an easy-to-configure telephone solution and for the development of a new adapter between the contact center and the CRM system. In addition, about 20 agents working from home needed simple connectivity. The customer’s requests also included a sustainable reduction in costs.

Solution

Call center CRM solution

Medi24 selected the Alcatel-Lucent OmniTouch Contact Center Premium Edition with CCD backup. This telephone solution’s flexibility and multimedia routing tipped the scales. A state-of-the-art and flexible contact center IT solution with out-of-the-box telephony integration was needed. After a thorough evaluation, Medi24 chose the Microsoft Dynamics CRM.

More service – lower cost

The system is faster than the previous one and can be seamlessly integrated into the Microsoft Office environment. Higher performance can potentially reduce the time per call by up to one minute. It was also easy to integrate the 20 home agents into the consulting center. A soft panel solution from Alcatel-Lucent provides a customizable overview in the call center, and administering it is remarkably simple. Lower operations and support costs along with improved service quality also highlight the merits of this new comprehensive solution.

Unique in the world

With the new, easy-to-use system, live data is always available to support the medical specialists during their consultations. We were able to achieve significant workflow simplification, and Medi24 gained detailed analytical tools. Additional positive characteristics of this new comprehensive solution include increased productivity and lower administrative and development costs. This is the first solution of its kind in the world.

Customer benefits

- Intuitive operation and workflows
- Detailed analytical tools as well as on-demand live data that support medical specialists in their consultations
- Increased productivity and reduced administrative and development costs
- This one-of-a-kind solution was implemented in only five months.

However large or small your company is, you have a competent partner in Business Sunrise, where you can always find the right products and services for your needs. **We’d like to invite you to schedule a personal meeting with us so that we can learn more about your needs and provide you with a customized offer.** We look forward to hearing from you.

Sunrise Communications AG

Business Customers

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