

Case study

Telephone auto-attendant



“Having a single number for our marketing is great, it makes it really easy for us to track the impact of our campaigns, with minimum impact on our routine call handling.”

“The memorable telephone number means more people will be able to easily contact the service they need”

“Square Systems were very helpful and enabled us to implement this system quickly with a minimum amount of disruption.”

- Karen Burrows
Project Manager
Priory Health Care

The company

The Priory Group is Europe's leading independent provider of acute and secure mental health, neuro-rehabilitation and specialist educational services for people with a variety of mental health needs, including young people.

The challenge

Priory Healthcare a dedicated number for marketing purposes which could maximise the effectiveness of their existing call handling resources. They wanted an IVR system that could route the call to the most appropriate hospital in the event the Enquiry Co-ordinator could not handle the calls, and during out of hours. It was also important that calls got quickly followed up regardless of the availability of staff to handle the calls. Additionally they wanted a single memorable number to advertise their services, nationally and on their website www.prioryhealthcare.com; as well as detailed on-line reports to track the effectiveness of marketing.

The solution

Square Systems developed an IVR auto-attendant menu system that met the Priory's needs, on a telephone number that reads “0845 4 PRIORY” (0845 4 774679). If no one is available, callers are presented with an IVR menu system. The system locates the most appropriate hospital to forward the calls to based on Region or Service required and forwards the call. If the caller wishes to, they can select to go to voice mail, which notifies the E with an email notification thus ensuring that any unanswered calls are returned as soon as possible.

The benefits

- The Priory was able to use the memorable telephone number they wanted to maximise the chances of would-be clients getting through.
- A call handling system developed to their particular requirements was provided at low cost to a short time scale.
- Sophisticated IVR routing of the call ensures that all calls are answered as soon as possible

- On-line reporting gives instant feedback on the impact of marketing
- Email notification of voice messages minimises the chances of the Priority getting an enquiry they don't follow up quickly
- The IVR service was provided with no changes required to the existing telephone infrastructure.

About Square Systems

Square Systems is a UK-based developer of integrated software solutions for contact centres. Square Systems specialises in leveraging open source technology for application in contact centres. Applications include automated customer satisfaction monitoring, interactive voice response (IVR) systems, speech recognition, Voice over IP (VOIP) and computer telephony integration (CTI).

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