

Grene Vision Group



Its past dates back to the 1920s when E. D. Carter, M.D., opened an eye, ear, nose and throat medical practice. Today, Grene Vision Group's is the future of eye care, blending the talents of all eyecare specialties into one team. GVG's 14 M.D. board-certified ophthalmologists, 29 optometrists and more than 350 professional opticians, technicians and support staff provide total eye care for the entire family in 25 offices and 13 satellite clinics and outreach programs in Kansas. The GVG doctor-owned group is one of the largest in the United States and is dedicated to providing world-class eye care in Kansas. For more information, visit www.grenewisiongroup.com.

Challenge

With nearly 400 employees and 26 locations—including many rural offices—the doctor-owned Grene Vision Group is constantly growing in size and reputation across the state of Kansas.

While Grene Vision Group had a modern computer network architecture to support its dispersed locations and growing numbers, the company's telephony infrastructure was antiquated. There was no unified phone system in place and no effective way to field support calls at existing locations. Eighteen of the branch offices operated separate phone systems, each with its own set of telephone configurations, message options, vendors, and mix of leased and purchased equipment. Three locations were using Avaya equipment, with limited interoperability among those phone systems. Incoming calls to any location might be connected to an employee, an answering machine, or even a local voice mailbox, with no way to simply be transferred to another location for immediate assistance. Without the ability to operate a unified voice system, Grene Vision Group was unable to consistently respond to the influx of incoming calls from patients.

Support for the disparate telephone systems was handled by Travis Scheopner, the director of information systems at GVG—and its one-man IT shop. His days were often spent on the road, visiting a branch office as far as 100 miles away, to respond to issues. Because he was out of the office frequently, his desk and cellular voice mail were often filled with messages from employees also in need of IT support.

“Avaya provided us with a cost-effective way to implement and scale a telephony network, with one monthly lease payment, easy upgrades, and no wasted assets. It was an easy choice to select Avaya as our vendor.”

— Travis Scheopner, Director of Information Systems

Solution

When GVG released plans to build two new locations within a month—and additional offices in the near future—Scheopner saw the opportunity to reach his main goal of tying together all existing and future offices to improve the end-user experience for both employees and callers, as well as simplify IT support. Scheopner was also interested in acquiring historical and real-time reporting capabilities that could provide data to assess call volume and staffing levels. He also expected to gain better mobility, interoperability, and scalability with a networked architecture. Several providers recommended Cisco Systems solutions but were not able to offer the single-system design GVG was looking for. GVG turned to an Avaya Platinum BusinessPartner that recommended building a networked telephony architecture based on Avaya Media Servers and Avaya Media Gateways.

Applications and Services

- Avaya Communication Manager
- Avaya Call Center
- Avaya Basic Call Management System Reporting Desktop
- Avaya Extension to Cellular
- Avaya Meet Me Conferencing
- Avaya S8710 Media Servers
- Avaya G350 Media Gateway
- Avaya G700 Media Gateway
- Avaya 4600 Series IP Telephones
- Avaya 2400 Series Digital Voice Telephones
- Avaya Global Services
- Avaya Financial Services
- Implementation and Installation provided by Avaya Platinum BusinessPartner

Results

- **Scalable for growth.** Avaya servers, with high-capacity processors, help improve management efficiencies, and provide a scalable, highly available architecture for virtually unlimited growth and redundancy options.
- **Better business continuity.** Avaya Gateways with LSP support have the ability to provide 100 percent uptime and business continuity, even if the connection to headquarters is lost.
- **Increased mobility increases productivity.** GVG employees gain the flexibility to conduct business from any location with Avaya Extension to Cellular. Avaya Meet Me Conferencing enables doctors to quickly assemble from the convenience of their individual offices for a conference call.
- **Superior customer care.** Calls are handled with flexibility and efficiency by employees and routed seamlessly to appropriate company specialists. A single system means only one feature set to learn for administrators and users.
- **Superior business intelligence.** Using the data capture functions of the Avaya software, managers have ready access to data, removing guesswork from staffing, call volumes and answer rates. GVG is now able to predict a weekly average of 9,000 incoming calls and has improved the average speed of answer by more than 35 percent.
- **Simplified IT management.** The network has helped to reduce the overhead and complexity of managing disparate systems and adding or modifying locations.

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit aaa.avaya.com.