



● Upgraded **unified communications** enabling **business growth** ●

The Background

The Doctors Laboratory (TDL) is the largest independent provider of clinical laboratory diagnostic services in the UK, and provides 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. TDL is a CPA accredited company (Clinical Pathology Accreditation).

The Doctors Laboratory is a customer of Daisy (formerly Alternative).

The Challenge

Due to a high volume of calls and product enquiries, The Doctor's Laboratory has an in-house call centre. However, a lack of reporting capabilities on their old telephony 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 it received. This was particularly hindering service levels during busy periods as calls were often missed.

Communication between its three offices was also key. However, there was no resilience so if the telephone system ever failed, it would result in a complete loss of communication. Furthermore, as the company was growing they were experiencing high inter-site voice traffic costs, due to the three disparate systems in each of the offices. TDL decided to relocate to larger premises, but recognised the need to upgrade its old system.

The Solution

After in-depth consultation with TDL, Daisy developed a bespoke solution that catered to its needs. Fundamental to the solution was the Mitel 3300 ICP platform, which provides comprehensive call centre reporting and inter-site VoIP (Voice over IP) solutions.

With the 3300 ICP, 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 meant TDL could effectively analyse its customer service levels and plan for busy periods by staffing the call centre accordingly.

With this solution, TDL also enjoys 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 Result

With the presence of the 24/7 network operations centre team both Daisy and TDL have visibility and the ability to react as soon as issues are raised regarding the infrastructure at any time of the day. Through a dedicated account manager, Daisy ensures that it remains accountable through the life of the contract giving TDL the peace of mind to concentrate on achieving its business outcomes.

Following a smooth integration process, the solution has provided TDL with total peace of mind. Its platform is now resilient to faults and it has the ability to measure the efficiency of its call centre. Additionally, TDL now has free calls between its offices using VoIP technology, thus increasing inter-site connectivity. Also, from a client's perspective, TDL now has the appearance of a single site company.

“The extra reporting functionality made available by Daisy has enabled us to quickly and accurately measure the efficiency of our call centre on a daily basis. What’s more, our resilient circuit allows us to deliver the highest level of quality assurance to our clients.”

– Alan Smith, Group IT Director at The Doctors Laboratory

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NB: This is a service provided free of charge to our clients and we will include links to your business' website.

