


CASE STUDY.



AZZURRI AND AVAYA PROVIDE CUSTOMISED CUSTOMER SERVICE FOR ONCURA CALLERS.

When Oncura wanted to change the way it managed callers into its Client Service Department, it turned to us for a solution. We introduced an Avaya IP enabled converged communications system to ensure callers were treated in a personalised manner.

Oncura was created in 2003, following a merger between two innovative leaders in prostate cancer treatments, Amersham Health (now GE Healthcare) -Therapy Business and Galil Medical's Urology Business.

Oncura provides a global presence in the treatment of prostate cancer, offering physicians and patients a broad choice of minimally invasive treatment options. Treatments are available for any stage of prostate cancer, whether it be early, advanced or of a recurrent nature.





"The Oncura call routing requirement was rather complex and Azzurri successfully tailored the solution to meet the exact needs of each caller."

Elizabeth Usher, General Manager & VP International Markets, Oncura

Overview.

Name:

Oncura Ltd

Parent/subsidiary: GE Healthcare

Area of operation:

Business Services, Medical

Headquarters:

Amersham, Buckingham, UK

Founded: 2003

Number of employees: 18 (UK)

Customer since: 2004

Key technology:

Avaya Communications Manager 8300, Call Centre Software and Avaya IVR Platform

Categories:

ICT Solutions, Call Centre Management

Key benefits:

- Direct call routing
- Flexibility
- Reporting functionality
- Resilience
- Service by language function
- Staff maximisation

www.oncura.com

Challenge.

Oncura's Client Service Department exists to give patients information and handle physician requests for treatments. Requests are largely for sensitive radioactive treatments and need to be quickly responded to. People from all over the world depend on the Service Team to give them up-to-date information on many important items.

Due to the global nature of its client list, Oncura needed a call centre environment that could cope with the multi-lingual requirements of their callers, allowing customisation by the needs of unique callers.

Elizabeth Usher, General Manager & VP International Markets, Oncura explains: "Our staff are dealing with calls of a sensitive nature and if we can make these calls as efficient as possible, then we are on the right track. We need to be able to customise our response to each caller so that they feel they are getting a personal service."

Solution.

After looking into several options and following strong recommendation, Oncura decided to work with us. As an Avaya Platinum Business Partner, we introduced an Avaya IP enabled converged communications system, that suited Oncura's requirements perfectly.

We utilised Avaya's Call Vectoring and Skills Based Routing software, which has the ability to assess the nature of incoming calls and route to the most qualified staff based on language skill sets. The software eliminates the randomness associated with call handling, enabling directed routing with customer-pleasing results.

Avaya's Customer Management System provides supervisors and managers with an extremely useful reporting functionality. Reports can be of both an historic and instant nature - showing breakdowns by calls waiting, those on hold and those calls that have been handled successfully.

Benefits.

Due to this 'service by language' function, Oncura is able to maximise the small group of staff it employs across multiple languages. Oncura employs just seven team members to handle calls from more than 15 countries.

Calls are dealt with in the UK but, with the new technology, each caller will be greeted in their mother tongue. For example, the most qualified German-speaking agent available will greet a German-speaking caller.

Elizabeth Usher concludes: "This better utilisation of our agents is giving us a better return on investment. Customers are happier with the service they are receiving and this is ultimately what matters in maintaining good customer communications."



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