
CLOUD2TALK: COMPLETE CARE SOLUTION

CG COSMETIC SURGERY OBTAINS ROI IN THE FIRST 24 HOURS AFTER USING CLOUD2TALK COMPLETE CARE SOLUTION



CG Cosmetic Surgery is one of the most successful plastic surgery centers in the U.S. located in Miami, South Florida. They work with some of the most qualified board certified plastic surgeons in the industry with extensive training and vast experience, delivering excellent results and high rate of patient satisfaction.

CG Cosmetic Surgery has been our main success story in the last quarter.

When CG Cosmetic Surgery first contacted us, they were considering to move to a new location and at the time had a NEC digital system with a voice PRI and coaxial Comcast Internet. Our team went onsite and had the first evaluation of their current system, they gathered information and became aware that the client didn't actually know how many calls they were losing or how many people couldn't get a hold of them at a specific time, the one thing

they knew, according to CG Cosmetic Surgery’s clients was that sometimes their “line was busy”. Once they moved to a new state of the art large facility, we knew they were looking for a new solution that could give them more capacity and more information, a solution up to the standards of their growth and operational needs. After our first meetings, we started with the design process and after several sessions with their staff in charge of their day-to-day operations, we had collected enough information and were ready to implement our **Complete Care HIPAA Ready Cloud PBX Solution**.

The main advantage for a clinic with such high call volume is that our *Complete Care System* gives the user an immediate real-time vision of what is happening with their business’ operation (and as we all know, the main telecommunications device to connect clinics with their customers is still the telephone).

Our system provided CG Cosmetic Surgery real-time information on:

All of the calls that at a certain time are in the queue, with visual color alerts which depend on different triggers, according to the time of day, if calls have been in the queue waiting to be answered over 1 minute those calls change colors to red. The system also has an online dashboard which shows in real-time information about waiting time. There are over 40+ reports with indicators.



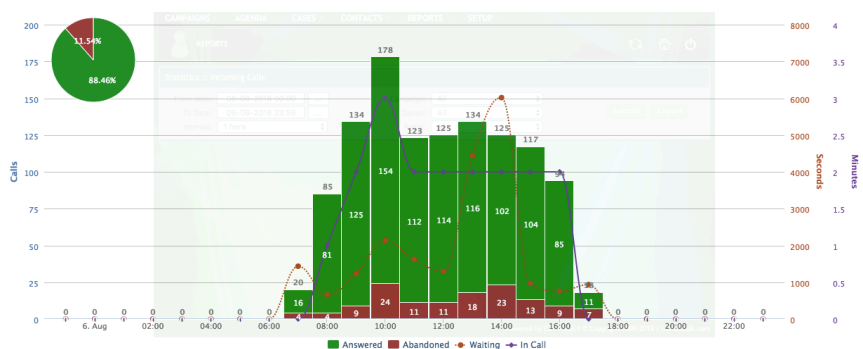
The agent platform is very easy to navigate and according to the business’ needs we can create different types of status per agent, and many other specific high-level features.

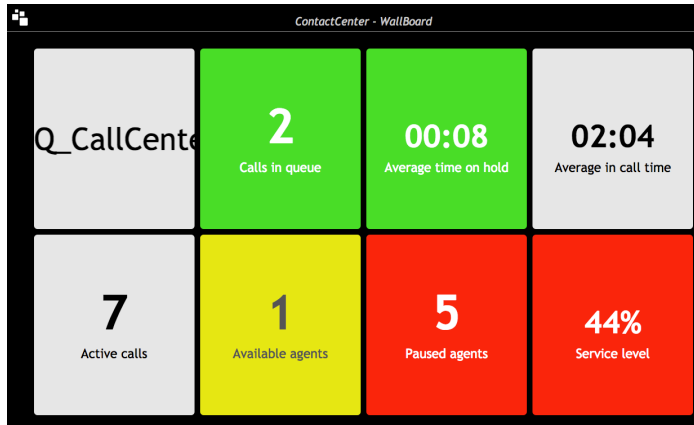
Our key and main competitive advantage is the combination of creativity during the design process, our robust, flexible and powerful complete care platform and being a direct SIP provider of different carriers. With this exclusive combination, we can offer our clients a **unique platform which even if the building**

“We can offer our clients a unique platform which even if the building has no electricity or if the internet is down, every call can be received and answered”

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Aside from this advantage, the client is also able to see in just one chart by picking specific parameters, a combined statistics chart where they can see and evaluate the amount of incoming calls per different intervals by time, minutes, date; the amount of missed calls and an average of call waiting time.





Different times per agent for all status are also available and can be used to measure productivity, SLAs reports, different reports to measure customer service levels which provides a description of the amount of calls received per hour, day and calls that have been answered in less than 5, 10, 20 minutes. All of the aforementioned reports help optimize response times.

After understanding the main core of our Complete Care PBX System, we would like to acknowledge that CG Cosmetics has been our main success story in the last quarter. Before we were their service provider, real information about amount of calls, amount of missed calls, amount of lines needed was unknown. Based on the perception they had, they knew some calls were being missed and that they might need a couple more lines. We offered them a system which aside of reducing their operational costs in communication, increased their amount of lines and they were receiving up to 90 calls at the same time.

The first day the system was up and running in the new facility, they were still operating with five people in the front desk, the effect due to the amount of traffic and incoming calls was overwhelming, there was an obvious issue with such a big amount of calls being put on hold or abandoned because there were not enough people to answer the phone, this is information that was not known to our client up until then.

“Real call traffic information was unknown until they started using our Complete Care PBX Solution”

CG Cosmetic Surgery’s partners couldn’t believe what was happening, the system was organizing all the calls while the operators in the front desk were able to answer the most calls they could according to their capacities.

Nonetheless, waiting times were around 17 to 23 minutes on average, that’s when they realized the real call volume they were receiving each day and the necessary steps they needed to take in order to not miss so many calls. At the end of the day, they received over 620 calls while 370 calls were abandoned because they couldn’t answer those calls.

	Amount of calls	Line capacity	Abandoned calls
Before Cloud2Talk Complete Care Solution	Real amount of calls a day was unknown	23 lines	50% of all incoming calls were abandoned
First day using Cloud2Talk Complete Care Solution	600+ calls received daily	90 lines	less than 7% of incoming calls are abandoned

For a cosmetic surgery clinic, you can imagine what a big percentage of those abandoned calls meant new potential clients and how much profit they could have gained if they answered those calls.

It was then, when they realized how much money they didn't make in the past 2 – 4 years (imagine the potential of 370 daily calls, during 2 years, approximately 169000 calls in 24 months, how many potential procedures that meant!)

As you can tell, the ROI of our client was immediate, it happened in the first hours. They realized their ROI happened the first day they used our system.

That same week, due to the large volume of calls, the customer hired additional operators overseas and during that time we connected them remotely and provided training.

The result today, after 3 months of the installation date, the operational personnel of the clinic noticeably improved their response level, today the percentage of abandoned calls is less than 7%.