



YourGP - Hosted Telecoms

Hosted is a complete business communications service that provides an extensive range of fixed and mobile telephony capabilities via an easy-to-use web portal.



About YourGP

YourGP is a private medical practice that was established in 2003 by a team of GPs who are committed to delivering health care in the best way possible. Today, they rank as one of Scotland's leading private medical practices with offices in Edinburgh and Aberdeen and are looking to open up a practice in Glasgow in the near future. YourGP have over 35 staff including medical professionals, management and administrative personnel, each with separate communications requirements.

The Challenge

Previously YourGP, had an IP Office 406 which covered both sites via a VPN that hosted a small number of phones in the Aberdeen office which facilitated their digital phones previously. The 406 system which YourGP ran previously was an old but reliable system, but they decided to change to a hosted solution when they found about the associated benefits for multisite users such as centralised administration, free 'on-network' calls between sites and set billing amounts.

Client Objectives

YourGP had their phone system for a number of years but it was nearing the end of its life and wanted to benefit from the assurance of set amounts for phone billing with inclusive minutes, allowing for more predictable invoices, without the fear of bill shock.

Furthermore, with the hosted system, YourGP were able to benefit from free 'on network' calls from one office to another whereas before there was a small charge for these calls. Similarly, with the overflow setup previously where if one office's lines were busy, calls were forwarded to the other office at a small cost.

FIND OUT MORE AT
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Solution Details

One of the features of a hosted system is the ability to create additional resiliency in their service through the use of hunt groups. Previously, if one call comes in and it is answered then another was to come in directly after it, there was no way for the same user to answer the next call. With this hosted platform, the existing call is now able to be placed on hold and answer the next call. This is beneficial for the reception staff who wish to ensure all calls are handled in a prompt and efficient manner.

As well as this, YourGP wanted a communication's infrastructure that ensured greater scalability with their plans for growth in the short-to-midterm with the opening of a new office in Glasgow and additional opportunities planned further down the line. With a hosted system they are able to add in resiliency and futureproofing with the benefits of allowing for quick additions or removals of additional seats in double-quick time.

Solution Overview

Under their previous telecoms setup, YourGP were limited to answering one hunt group at a time but when they moved to the new hosted system, they are now able to answer one call from the first hunt group and at the same time another call comes in from another hunt group they are able to place the first call on hold and answer the 2nd call. This has enabled YourGP's administrative and reception staff to add in greater flexibility to their call handling skills and further reducing the opportunity of missed business or customer disappointment.

Hosted benefits

- No Capital Outlay
- Free Calls Between Offices
- No PBX Maintenance Costs
- Free Upgrades
- Cost Savings
- Disaster Recovery as Standard
- Flexible Working

In addition to this, due to the hosted system's online dashboard control panel, YourGP have access to the platform's statistical reporting which allowed them to visualise incoming call traffic. This is of particular benefit to the management team, who are able to better plan resourcing for call handling and also for marketing, which can help track calls which run in conjunction with any promotions or campaigns that they run.

Value Created

Another benefit of the move to a cloud-based PBX solution was that the same models of handsets: Polycom VX410 (desk-phone) and Yealink W52P (wireless) were supplied throughout the business meaning that greater familiarity with the functions and features for staff resulting in improved efficiency.

By signing up to this broadband and hosted phone system as a combined package they were also eligible for the special promotion that incovo are running where they received free phone handsets which retail at a combined price of £2400.

