

Case Study

StarCare Dental Specialists Group



SNAPSHOT

- Client:** StarCare Dental Specialists Group
- Location:** Wollongong, NSW
- Staff:** 4 specialists, 1 hygienist & 7 staff members

MyNetFone Products:

- 4 Line Virtual PBX
- Naked ADSL2+ Business Basic Plan
- 1300 Call Collection Number
- Features: Auto-attendant and voicemail to email
- Linksys WAG54G wireless router, new Linksys SPA962 and Snom 320 handsets

StarCare Dental Specialists Group is a dental practice of 4 specialists, 1 hygienist and 7 staff members located in Wollongong and is a member of the Australian Dental Association. Recognising the importance of patient satisfaction, StarCare Dental Specialists Group has invested in a telecommunications system that allows them to provide a more efficient service to their patients.

SOLUTION

StarCare Dental Specialists Group chose to move to MyNetFone to update their aging PBX system and to minimise the practice's phone costs.

The solution includes two aspects:

Service

MyNetFone provides a 4 Line Virtual PBX solution which delivers all the features and capabilities of StarCare Dental Specialists Group's traditional PBX through an online portal, thus eliminating the need for expensive PBX hardware.

MyNetFone also supplied a 1300 Call Collection number, allowing the practice to provide an additional service to their patients.

Lastly, MyNetFone provides a Naked ADSL2+ Broadband Internet connection on a Business Basic plan which gives the practice high-speed internet, without the need for a land line.

MyNetFone's Virtual PBX service has enabled StarCare Dental Specialists Group to benefit from increased efficiency and improved patient service, while saving 50% off their monthly phone bills by reducing call costs.

CHALLENGE

The daily communications needs of StarCare Dental Specialists Group was hampered by their previous phone system which was aging, with limited trunk lines and features. With no voicemail service, reception staff were constantly frustrated and the practice was worried about lost productivity due to missing important calls from patients. At the same time, they found that their communications costs were increasing, leading them to look for alternatives.

As StarCare Dental Specialists Group moved to a new location, the practice took the opportunity to expand and upgrade from its previous phone system. The necessary features required in the new system included voicemail facilities, lower call costs, reliability, customer support as well as the flexibility to accommodate business growth.



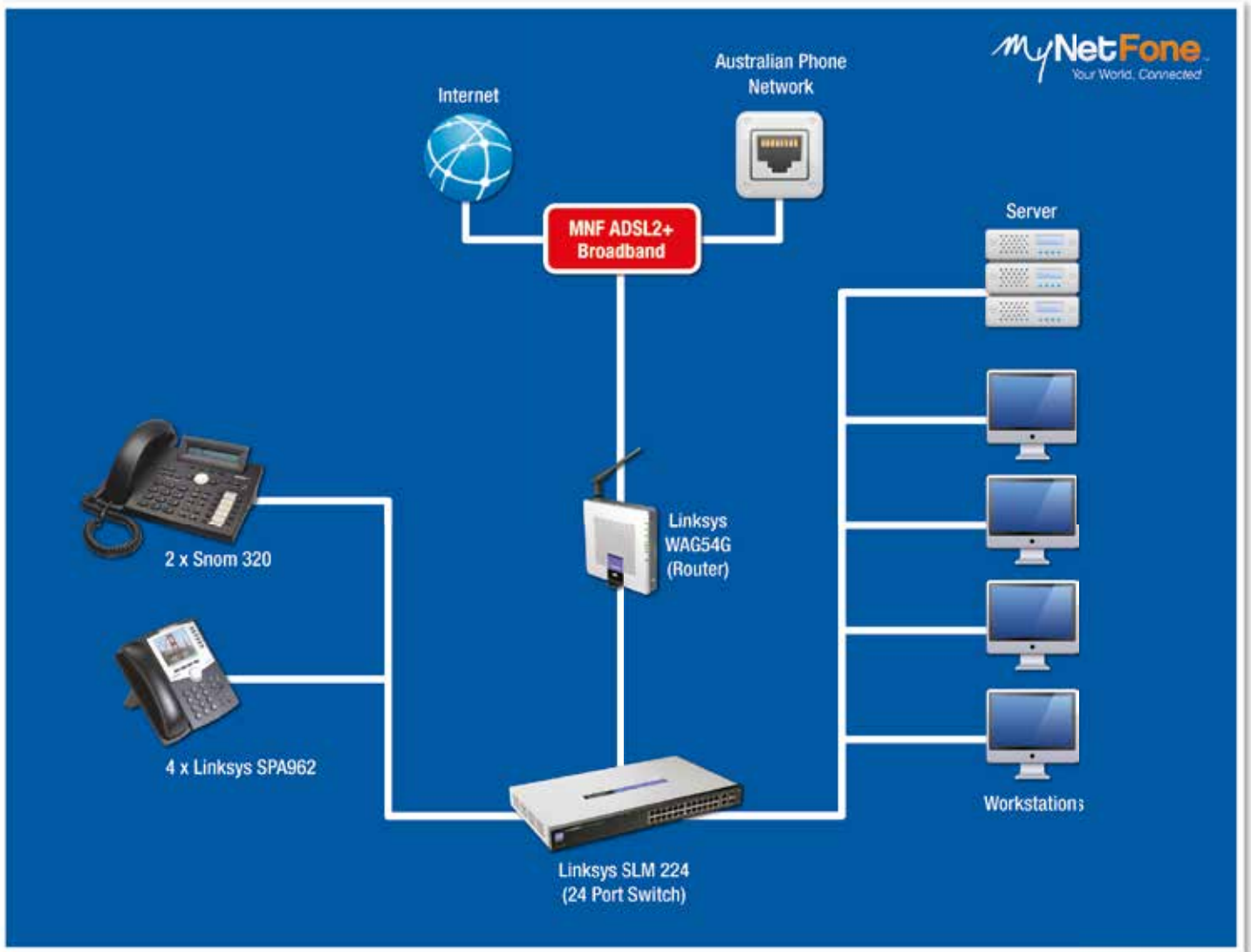
Products

MyNetFone also provided four Linksys SPA962 handsets equipped with high-resolution colour display, six active lines and full-duplex speakerphone.

Two Snom 320 handsets were purchased for the reception desk. With a menu-driven user interface, these handsets offer quick and simple feature management.

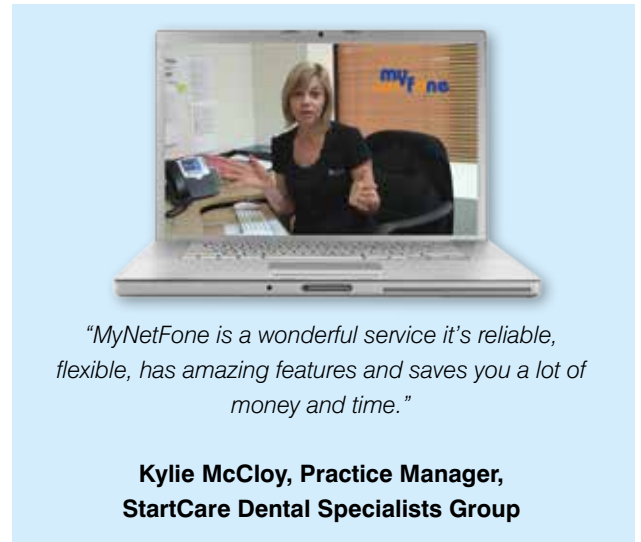
In addition to the handsets above, MyNetFone also provided additional features such as Auto-attendant, to automatically transfer patient calls to the right location and Voicemail to email, which forwards voicemails to a nominated email address, thus providing the perfect back-up for any missed calls and in turn, providing a better service to StarCare Dental Specialists Group's patients.

Finally, a Linksys WAG54G wireless router was provided to connect StarCare Dental Specialists Group to the internet.



RESULTS

- Enhanced patient service with additional features such as a 1300 number, auto-attendant and voicemail to email offering a professional approach to daily communications and ensuring that patient queries and messages are always delivered promptly and efficiently.
- User-friendly, affordable phone system coupled with the flexibility for future growth without sacrificing technical functions or features.
- Improved cost efficiencies, with estimated savings of up to 50% per month on telecommunications spend, with lower call rates and no line rental fees.



"MyNetFone is a wonderful service it's reliable, flexible, has amazing features and saves you a lot of money and time."

**Kylie McCloy, Practice Manager,
StartCare Dental Specialists Group**

To find out more about Virtual PBX and to watch a video of Kylie McCloy, Practice Manager of StarCare Dental Specialists Group talking about how Virtual PBX has benefited the practice, please go to:

www.mynetfone.com.au/business

To find out more about Virtual PBX,
call us today:

1300 733 995

www.mynetfone.com.au/business

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