

## VitalAire®

Healthcare/Santé

### The Company

VitalAire® Canada offers hospitals and individual home care clients across Canada respiratory care products and services. The company provides innovation and leadership in this field and serves clients in a reliable and efficient manner, while fully respecting client privacy and confidentiality.. VitalAire®, part of Air Liquide Healthcare/Sante International, is affiliated with health care providers in over 40 countries and serves the healthcare industry in Canada through its corporate office in Mississauga, Ontario, 80 regional offices and four call centres that field on average 1,500 to 2,000 calls per day pertaining primarily to respiratory care and products.

### Background

VitalAire® ([www.vitalaire.ca](http://www.vitalaire.ca)) previously processed incoming calls at each of its 80 regional offices across Canada. That meant 80 potential points of failure should Telco equipment or office telecom equipment fail. The company consolidated incoming calls at four call centres to reduce possible down time, cut telecom costs and improve call management and processes. However, VitalAire® recognized there was still a need for improved business continuity planning. In short, when incoming calls are critical—often involving life-supporting situations—business continuity is vital.

*“There is little or nothing we can do to prevent Telco equipment outages or other situations that might have an impact incoming calls. However, we knew we could avoid the negative consequences of such situations if we had in place an effective and reliable Business Continuity Plan—one that ensures all calls get through no matter what,”* says Dave Brajkovich, VitalAire® MIS Director.

### The Solution

To implement its Business Continuity Plan, VitalAire® chose CALL ALLOCATOR from Aizan Technologies Inc. CALL ALLOCATOR provides real-time load balancing for inbound calls and precise call routing across multiple contact centres. If a telecom provider serving one call centre goes down or telecom equipment at one call centre fails, CALL ALLOCATOR automatically redirects calls to a designated call centre or to any number VitalAire® establishes as the fail safe number. The numbers used for business continuity purposes can be changed in real time using a secure web site control panel.

*“While we implemented CALL ALLOCATOR as the VitalAire® call assurance system, it is really a call insurance system for our clients. Calls get to our agents no matter what and we are able to respond to requests promptly.”* says Brajkovich.

### Unexpected Benefits

What started out as a disaster recovery pilot project in late 2006 soon became the foundation upon which the VitalAire® call centre Business Continuity Plan is built. However, VitalAire® has discovered that CALL ALLOCATOR is more than a Business Continuity solution.

CALL ALLOCATOR is always on and available for immediate call routing changes. Using CALL ALLOCATOR, incoming calls can be balanced according to available agent resources (including skill levels and language criteria), overall call volume, time of day or day of week or other business criteria. This enables VitalAire® to manage and route calls based on available staffing resources. Calls can be answered and routed silently based on business rules established by VitalAire® or callers can be presented with interactive menu options to help the agent who can best serve their needs.

In addition, CALL ALLOCATOR provides call reports in close to real time through a secure web-based interface. The reports help VitalAire® make staffing and other business decisions based on solid data. *“Having call volume, call handling and other call management data has led to more informed business decisions around staffing and the allocation of resources,”* says Brajkovich.

### Privacy and Confidentiality Assured

In addition to business continuity issues, VitalAire® deals with private and confidential information. Instead of having such information sent by email, it opted to use faxes because they are more reliable and confidential overall. However, the company wanted to further secure the privacy and confidentiality of faxes. To do so, VitalAire® opted for a hosted, virtual fax solution—Virtual Fax Manager (VFM) from Aizan.

VFM delivers paperless transmissions, confidentially and reliability. Faxes arrive in a designate inbox as easily readable image files or can be accessed on a secure, password protected website. In other words, faxes do not land at a fax machine in a public area, so privacy and confidentiality are assured.

As a hosted solution, VFM eliminates the cost of dedicated fax lines and fax machines. The company only has to print faxes that need to be printed, which cuts the costs of consumables such as paper and ink. In addition, senders never receive a busy signal—even if multiple parties are sending faxes at the same time to the same number or if local phone lines are down. In addition, VitalAire® never misses a fax because a fax machine is out of paper.

### In Conclusion

*“Aizan was fully supportive during the CALL ALLOCATOR pilot project phase and customer service continued to be excellent through all phases of implementation of CALL ALLOCATOR and VFM,”* says Brajkovich. *“We enjoy working with a boutique communications company that specializes in voice and fax assurance.”*

Fully hosted, secured, supported and maintained by Aizan, VFM and CALL ALLOCATOR are not affected by issues that could have a negative impact on call and fax delivery. With no investment in hardware, software or maintenance, CALL ALLOCATOR and VFM provide for the immediate integration and engagement of new facilities or services, all under client control. CALL ALLOCATOR and VFM are part of the Aizan Voice Assurance Suite or hosted communication applications, which also includes AUTOMATED VIRTUAL ATTENDANT (AVA), Enhanced Messaging Application (EMA), INFOLINE, Keep Originator On Line (KOOL) and Virtual Contact Center (VCC).