KINETECH™ VOICE TECHNOLOGIES, INC.

Case Study



Silvercrest Nursing and Rehabilitation Center Unifies Voice Communications

This Not-For-Profit, based in Queens, NY *provides residential nursing care and rehabilitation services with a staff of over 500 professionals.*

COO Natasha Elie began looking for a solution to replace their aging and failing legacy telephone system to reduce costs and improve the quality of their communications. After an extensive search of available technologies and solutions, the company selected Kinetech to provide its Managed Voice Solution.

Comparing Options

"We looked closely at VOIP solutions, as they offered both cost savings, multi-site connections, and more features- at a lower cost. However, Hosted VOIP had quality and reliability limitations, and premise based IP PBX systems required us to invest (again) in purchasing, managing, and maintaining our own system", added Natasha.

Leveraging Managed Services

The Kinetech Voice Service is a managed service that provides the best of Hosted VOIP and an IP PBX System. Businesses can take advantage of robust voice features designed specifically for their needs without the expense or headaches involved in managing telephony infrastructure and equipment obsolescence.

"We wanted to outsource our phone service. Kinetech offered a managed service with the benefits of on-site equipment, and that was appealing to us," explained Natasha. "The StarBox is located in our offices and connected to our network via Ethernet, and we never have to touch it—Kinetech manages it remotely and monitors performance to ensure we receive high call-quality for our inbound and outbound calls."

Call Routing Keeps Staff in Touch

Automated Attendant and Calendar Based Customized Call Workflows are used throughout. If a call comes into the main number after-hours or while the receptionist is otherwise busy, the company leverages Kinetech's auto attendant feature to easily route the calls to the correct person- wherever they are.

Mobility Services

Staff can also take advantage of the call handling features such as one number access. For example, find-me/ follow-me can be used to route calls to alternate numbers such as SmartPhones so that staff can stay in touch- even while away from the office.

Utilizing Productivity Features

The company selected Polycom IP phones with full-duplex speakerphone capabilities that are ideal for every day use. Employees now have easy access to call forwarding, conferencing and dozens of other calling features, and the company relies on the auto-attendant to route inbound calls. Voice mails are automatically routed to each user's email account, allowing employees to benefit from the productivity advantages of relying on a single inbox for voice mail and email.

Phones to Meet Our Needs

The company selected high quality Polycom IP Desk Phones with full-duplex speakerphone capabilities that are ideal for administrative offices. Rugged Cordless Phones were also supplied, along with Wall Phones, Nursing Phones, and simple low-cost single line phones for patient rooms.

Handling Emergencies

An after hours emergency line can be reached by dialing the main phone number. "Any call to our emergency lines will generate emails to management and the automatic generation of voice messages via email to defined employee lists ensures that we can be extremely responsive," said Natasha.

Zone 911 Services and Notification

In the event of an emergency, it is very important to ensure that emergency responders are directed quickly to the correct location. Zone 911 allows us to pinpoint down to the building, floor, and room where the 911 call was initiated.

Business Continuity

Multiple built in redundant systems, diverse access circuits, call paths, and automatic call re-routing were built in and designed in to ensure that calls get through in the event of a broadband circuit failure, power failure, or other disruptive event.

Redundant Circuits with Automatic Failover

Kinetech implemented SD-WAN technology which connected 2 Fiber Circuits and a High Speed Wireless circuit with automatic failover to ensure high reliability for voice communications.

Electronic Faxing

Documents can easily be sent and received using the desktop StarFax Electronic Fax application. Faxes can also be directed to email, making it convenient to receive faxes when away from the office.

Call Quality and Reliability

"Contact between patients, residents, family, and staff, is very important, so the quality of the service and the ease of quickly accessing messages and returning phone calls are key factors. Reliable phones are a necessity in our business—not a luxury," notes Natasha. "The Kinetech Voice Service helps us communicate the value of our services. Our staff are readily available and incredibly responsive to voice messages, and the quality of the phone service communicates the sense of pride we have in our business."

Cost Savings Attained

The company has reduced its voice communications providers from 5 to 1. Their monthly telecommunications costs have been significantly reduced, and their internal staff no longer needs to manage the system, changes, updates, and repairs.

Dependable Service and Support

Since switching to the Kinetech Voice managed service, the company has benefited from cost effective reliable business phone connectivity, excellent call quality, and easy access to productivity-enhancing features. "Kinetech has worked closely with us to make sure that we get the most from this managed service," said Natasha. "Support has been excellent and the Kinetech engineers have been undaunted in resolving issues and making sure we are happy with the service.

To learn more about this managed telephone service for your business, contact a Kinetech representative today at:

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