

## Denis (Pty) Ltd. Chooses Distributed Mitel IP Contact Center Solution

### CUSTOMER NEEDS

- To source an Interactive Voice Response (IVR) application to manage the vast number of calls Denis was receiving from dentists wanting to retrieve standard information; these calls were placing huge pressure on their contact center agents and they needed to alleviate this traffic
- Improved customer services
- Least Cost Routing (LCR) on outgoing calls
- Savings on incoming toll-free traffic

### SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP) with embedded Automatic Call Distribution (ACD) and voice mail functionality
- Mitel Customer Interaction Solution
- Mitel 5200 IP Phones and conference units
- Mitel Enterprise Manager

### RESULTS

- Voice over Internet Protocol (VoIP) redundancy across its newly established multi-site platform
- Performance levels were benchmarked and then exceeded, while also being accurately measured and verified
- Performing more transactions and fulfilling higher level quality requirements
- Network resilience ensured continued operation during power outages



### Successfully carving a niche in the South African Healthcare Market

Being South Africa's leading Dental Medical Aid Administrator has proved not only challenging, but rewarding for Dental Information Systems (Denis). The company's phenomenal growth over the past few months resulted in the need to source an Interactive Voice Response (IVR) application to manage the vast number of calls the company was receiving from dentists who wanted to retrieve standard information. These calls were placing huge pressure on their contact center agents and they needed to alleviate this traffic.

After investigating the contact center processes and taking into consideration the exceptional growth experienced by Denis, a complete upgrade of the contact center was recommended. The Mitel® 3300 IP Communications Platform (ICP) with embedded Automated Call Distribution (ACD) and voice mail for messaging options was installed. The Mitel Contact Center Management Solution including the Management Information System (MIS) solution was also implemented, while Mitel 5200 IP phones and conference units, as well as Mitel Enterprise Manager completed the installation.

After the successful implementation, Denis opened a second contact center, mirroring part of the existing infrastructure. Both systems work transparently across leased line circuits with the Enterprise Manager application centrally managing both systems.

"From a service assurance perspective, Denis has created full Internet Protocol Telephony (IPT) redundancy across its newly established multi-site platform, made possible mainly by the seamless technology integration," said David Carolus, general manager at Denis.

# Customer Experience

## → Denis

*“The support and guidance we have received in making the final decision has proven to be invaluable as it has allowed Dental Information Systems (Denis) to make quantum leaps in terms of its near instantaneous migration from a mediocre type contact center to a multi-site class leading facility.”*

– David Carolus,  
General Manager, Denis

“Performance levels were benchmarked and then exceeded, while also being accurately measured and verified. Feedback from our clients and service providers has confirmed that not only are we doing more transactions but we are also fulfilling higher level quality requirements as well, confirming that we have made the correct decision.”

“During recent times the Western Cape has experienced significant power outages that have stalled many contact center operations. As a result of good forward planning and a full incorporation of disaster recovery rationale, disruption to Denis clients has been insignificant since calls were simply and effectively routed between sites as the rolling outages progressed,” explained Carolus.

“The support and guidance given to us in making the final decision has proven to be invaluable as it has allowed Denis to make quantum leaps in terms of its near instantaneous migration from a mediocre type contact center to a multi-site class leading facility.”

Planned future enhancements include cost-saving options such as SMS to clean databases and to improve customer services and marketing, Least Cost Routing (LCR) on outgoing calls, as well as a new product that will give up to 40 percent savings on incoming toll-free traffic.

### The World of Advanced Dental Hygiene

Dental Information Systems, (Denis), is the largest independent dental claims administrator in South Africa. Denis offers a unique dental management system to enable health care managers, medical funds, administrators and insurers to effectively control dental costs and ensure that only appropriate, quality treatment is administered. By accumulating extensive patient clinical history, the Denis system creates an electronic tooth chart per patient against which every claim is verified, specifically to reduce the potential for over billing and inappropriate or excessive treatment.

A Black economic empowered (BEE) organization, Denis employs over a 100 people, processes over 100,000 dental claims monthly, and takes in excess of 2,000 telephone calls daily in their two contact centers. Denis pays nearly 500 million rand per annum to dentists and their patients during their weekly pay runs.

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GD 11295 PN 51010471RA-EN