

CLIENT STORY

AdvancedMD Elevates Customer Experience in the Cloud with MicroAge



THE CHALLENGE

Frustrated with their underperforming legacy phone system, the IT leaders at AdvancedMD, a medical software solutions provider, decided to scrap their underperforming legacy phone system for a unified customer experience solution. The legacy phone system setup with three separate vendors fueled organization-wide frustration due to low call quality, a convoluted phone menu tree, and nearly non-existent reporting. When issues popped up, so did the blame-shifting across vendors. On an escalated deadline to pitch options to company stakeholders, AdvancedMD's IT Manager entrusted the help of MicroAge's Unified Communications Team.

THE SOLUTION

MicroAge's Unified Communications Team explored potential vendors for a seamless and intuitive solution and the pros and cons of each and set up proof of concept (POC) trials. They narrowed it down to 8x8 after identifying and disclosing that one of the other prospective vendors utilized a separate company for part of its platform—a dealbreaker for AdvancedMD because there was no single point of contact.

The 8x8 eXperience Communications Platform is an all-in-one, cloud-based, customer experience solution including a fully integrated contact center with:



Voice



Video



Chat



Reporting
Analytics

THE BENEFITS

MicroAge's Unified Communications Teams' experience in the communications partner landscape, fact-finding, and client advocacy helped AdvancedMD unleash 8x8 benefits: fantastic call quality, robust reporting, and a simplified phone tree menu.

MicroAge made the whole process much easier. They were very attentive to our needs, representing our requirements with the vendors and setting up meetings and demos. We really appreciate how they dug in and disclosed that the other provider we were considering was not truly a one-vendor solution.

-Kate Boyle, AdvancedMD, Corporate IT Manager



Let the MicroAge Unified Communications Team help you find the right solution for your organization to promote user and customer satisfaction and remove unnecessary business obstacles. Call us at [800-544-8877](tel:800-544-8877) or visit microage.com.