



# How the integration of a better voice service increased productivity for The Eye Center

## A Case Study on Upgrading Your Voice Service

Discover how something as simple as changing your voice service provider can drive business, improve customer satisfaction, and increase efficiency in the workplace.



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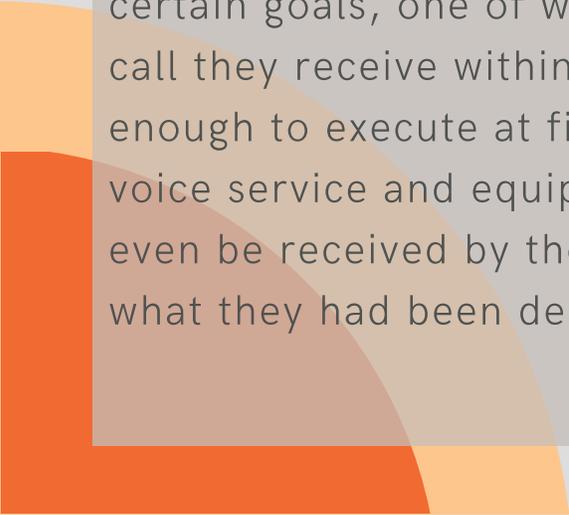
## Getting to know The Eye Center

The Eye Center is one of Huntsville's leading optometry practices which prides themselves for being patient and technology oriented. For over 20 years, the Eye Center has been committed to supplying patients with advanced, progressive, and high-quality eye care, testing, and surgery. They are committed to working together to meet the needs of their patients and practice by seeking out technical solutions to treat their patients. Their fundamental values of hard work, candor, self-motivation and respect for both their peers and patients is evident in their day to day business.

**"Our patients are  
the most important  
things to us."**

**-Tammy Cantrell**

For such a large, specialized practice, the Eye Center maintains on average 70 employees that work diligently and compassionately for over 250 patients a day. In order to meet the expectations of so many people, the Eye Center sets certain goals, one of which is to answer or return every single call they receive within 24 hours. This goal seems simple enough to execute at first glance. However, without the proper voice service and equipment, calls can be lost, missed, or never even be received by the Eye Center employees. This is exactly what they had been dealing with for far too long.





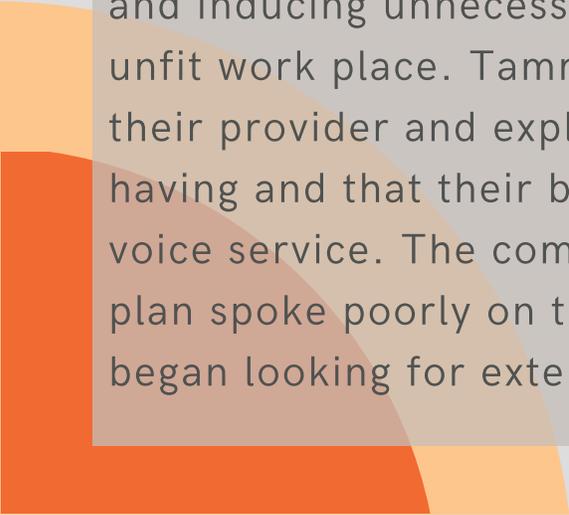
## The problem they were having

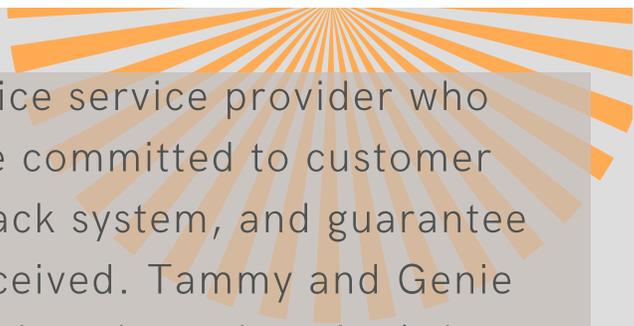
Tammy Cantrell, Practice Administrator, explained that they were receiving numerous complaints from patients and doctors that their calls were being dropped or their voicemails never returned. This was because their current voice service providers were not cut out for the volume of calls or to deliver the level of quality expected of them. How are employees of the Eye Center supposed to meet their goals and provide for their customers if they can't even communicate with them?

**"It was just  
getting ridiculous"**

**-Genie Padilla**

For as long as Genie Padilla could remember, they had been receiving these complaints from patients about their phones and delayed response time. She also noticed a pattern of constantly having outages and losing service every time it rained. Finding a solution for these issues became a priority after they hired Tammy. The employees at the Eye Center had to come to terms with how voice service issues were causing them to lose business, gain angry and disgruntled customers, and inducing unnecessary stress to employees, making for an unfit work place. Tammy began trying to communicate with their provider and explain to them the problems that they were having and that their business could not afford to have sub-par voice service. The company's bad response time and lack of a plan spoke poorly on their behalf, and so, Tammy and Genie began looking for external resolutions.





They knew they needed to find a voice service provider who worked quickly and efficiently, were committed to customer service, could consolidate the callback system, and guarantee to work towards every call being received. Tammy and Genie wanted to work with a reliable provider where they don't have to worry about resetting everything every time there is an outage and that they could count on to complete the job quickly and efficiently. After receiving a recommendation and reading reviews about Network Services and Support based in Huntsville, AL, Genie and Tammy decided it was time to set up a consultation. After meeting with Ryan Cechovic, title, and Scott Cechovic, co-owner, it was clear that NSS was the best choice for a voice service provider Tammy could have asked for because "it's the people that make the difference."

**"It's the people**

**that make the**

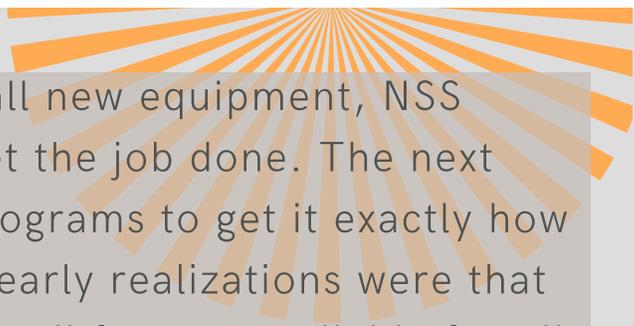
**difference."**

**-Tammy Cantrell**

### **Implementing the solution**



Scrapping an entire phone system, equipment, and rearranging cables sounded daunting to Tammy and Genie but what put them at ease the most was Scott and Ryan simply telling them to "step back, we've got this!" NSS was able to get all the grunt work and preparation done before service with the previous company ended so that when The Eye Center was ready for their new system and hardware, there would be no disruption. Working together for scheduling, NSS was able to determine a day and time where they could come in and take care of everything. From the cutover and porting the numbers to



verifying a working connection for all new equipment, NSS worked reliably and efficiently to get the job done. The next step was fine-tuning settings and programs to get it exactly how Tammy and Genie wanted it. Some early realizations were that they would need the Voicemail to Email feature available for all employees as well as headsets for a number of them. With NSS' industry leading phone management system, this was no problem to implement for the Eye Center. As part of the implementation of the new equipment and system, NSS offered phone training for the employees of the Eye Center on how to use their new phones. Genie gushed on the importance of that training because having a new system that can do everything you need is only half the battle. It needs to be easy to understand and simple to use day to day.

**"The easiest  
implementation**

**I've ever been a  
part of."**

**-Tammy Cantrell**

### **Let the results speak for themselves**

After some time getting used to the new phones and measuring their effectiveness, the Eye Center was happy to share their results with us. The product and service simplified the way calls were routed, logging in, checking voicemail, being able to analyze the data and find top performers and much more. Changing their voice service provider made them more efficient and cut out the whole problem of having to hunt down calls with their new callback feature. After experiencing a system that is efficient and reliable, Genie says she "doesn't even want to think about going back." They are now completing tasks in

minutes compared to the hours and sometimes days it used to take. NSS has helped the Eye Center reach their goals of receiving every call and making sure each and every customer is heard. The Eye Center can better focus on their customers due to the "decreased overall stress and frustration" that their old voice service provider used to give them.

**Are you ready to upgrade your voice service?**

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**"Productivity is**

**100% better."**

**-Genie Padilla**



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