



Essex Medical and Forensic Services Ltd.

Due to the exploding growth of our business over the past year, we needed a communications solution that would meet our current needs and also manage the challenges we will have to address in the years to come.

The Avaya IP Office solution's seamless integration with our Microsoft CRM system and its user-friendly operation will result in more efficient handling of incoming calls, faster dispatching of medical personnel, overall improved collaboration with the police authorities across the East of England, and as an added bonus, dramatically enhance our internal communications.

— Steve Roberts,

EMFS Business Director

Essex Medical and Forensic Services Ltd (EMFS) is an innovative, comprehensive and quality-driven organization providing outsourced medical and clinical forensic services to the Police in the East of England. The company was formed in May 2004 to provide medical services to detainees in police custody. EMFS dispatches doctors, nurses, and paramedics to police authorities when detainees need medical attention. To learn more visit www.emfs-ltd.co.uk.

Challenge

When EMFS began searching for a communications solution for its new company, the decision makers turned to an Avaya Authorized BusinessPartner and

Avaya – based on their past experience with Avaya products. After working with an Avaya Authorized BusinessPartner and evaluating several options, EMFS selected the Avaya IP Office solution as the key to efficient communication with the police authorities. EMFS needed a robust call center and Customer Relationship Management (CRM) solution that would allow it to track and report calls accurately. The integration of its Microsoft Dynamic® CRM system with Avaya IP Office was the perfect solution.

Solution

Avaya IP Office Solution integrated with Microsoft Dynamics® CRM 3.0 system

Results

- **Rapid Response Time.** Because of its tight integration with the company's Microsoft CRM system, EMFS has dramatically streamlined the process of dispatching medical personnel for detainee treatment and thereby allowed the police to focus on criminal justice work.
- **Timely Accurate Reporting.** Using the Avaya IP Office Solution, EMFS is able to provide the police authorities with timely accurate reports on the type of calls received and cases to which it has been responding. These reports have allowed the police to analyze and establish medical procedures jointly with EMFS for treating detainees.
- **Faster Management of Incoming Calls and Dispatching of Personnel.** Incoming calls from police locations are managed faster and more efficiently. Each police location has been assigned a unique number to call. Incoming calls from these locations are routed to the Avaya IP Office solution, which identifies the caller location and picks up the CRM record of the police location. The information presented to the EMFS agent includes the type of medical expertise needed, the available staff and the proximity of those staff members to the location. With this information at their fingertips, agents can quickly dispatch

the required personnel. The medical professional on site can call back into the system if they need to consult with a doctor. The Avaya IP Office solution can automatically locate the doctor on call. The medical professional can close out the case with a call back to the office where the call time is recorded.

- **Meeting Service Level Agreements with Call Recording.** Each call is recorded by way of the Avaya IP Office solution with a third-party integration of Weston Technology AudioNet. The call recording is critical, as recorded medical calls can be admissible in court when needed. EMFS has contracts with several police locations and is required to meet certain Service Level Agreements per these contracts. The tracking and record keeping of the IP Office and MS CRM solution is critical to providing these needed records.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at www.avaya.com.

APPLICATIONS AND SERVICES

- Avaya IP Office
- Avaya IP Office VoiceMail Pro
- Avaya IP Office Compact Business Center
- Avaya IP Softphone
- Avaya 5400 Series Digital Telephones
- Microsoft Dynamics® CRM 3.0
- Weston Technology AudioNet