

CASE STUDY:



PanTerra Networks
4655 Old Ironsides
Suite 300
Santa Clara, CA 95054

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COMPANY PROFILE

Dr. Jim Craig, Owner

Location: 14991 E. Hampden Avenue #370 | Aurora, CO 80014

Phone: 303.693.1215

SummerBrook Dental is a local dentist office located in Aurora, Colorado, providing patients with many levels of dentistry from basic checkups and cleaning, to cosmetic, prevention, restoration, orthodontic, sedation dentistry, and consultation. Their mission is to provide patients with reliable information in order to make the best dental decisions possible.

SITUATION

Prior to implementing PanTerra's solution, SummerBrook Dental used a premises-based phone system from Altavox. The reason for considering a change was that almost every day for an entire year they encountered problems with their phone system. The phones wouldn't ring correctly; calls would drop or in some way the system would stop functioning correctly. With each failure, a technician had to visit the office, which involved fees and lost productivity for the whole office. The problems seemed to be fixed only to resurface again later. The phone system was simply dying. After doing research and finding PanTerra, they finally decided to switch over to Streams for a number of reasons.

Dr. Craig was quoted saying, "The PanTerra sales person listened to my issues and was responsive to my immediate needs by providing solutions to increase responsiveness we had never before considered."

CHALLENGES

- Reliable access between customers and SummerBrook Staff
- Limited after hours answering or optional call routing
- Wanted Professional-level appearance when customers and staff called in
- Needed call recording for customer satisfaction
- Wanted to have better phone number tracking for marketing activities
- Required the ability to have groups and departments share phones

SOLUTION

Streams provided SummerBrook Dental a variety of new options for call routing, time of day schedules and reporting that has transformed their business and, more importantly, their ability to provide a professional experience for their clients. Calls can now be routed based on time of day or phone number called, both internally, by department called and throughout the office calling

multiple phones in order to reach someone. Additionally, they have the ability to share lines across the whole office for inbound calls and pick up any phone in the office to make and receive phone calls. One of their most valuable Streams features is giving customers access to them 24/7 with different schedules.

“We are local and want to offer our clients round the clock service and this has really enabled us to deliver superior customer service and accessibility. All of the challenges above were resolved by simply implementing the Streams phone system. We have also implemented call recording so that we have records for every phone transaction.”

PanTerra’s solution is so advanced and robust that it’s going to be a system that can grow with SummerBrook Dental and change the way they do business.

BENEFITS

- Lower monthly cost
- Reliable phone system
- Ability to organize incoming and outgoing calls into a more manageable system
- Ability to track marketing ROI by having DID numbers assigned to individual marketing pieces
- Ability to record calls
- Ability to manage calls from several locations throughout the office