

Success Story:

Ayrfield Medical Practice

“GoTo Connect has been transformative for our practice. It’s so much easier for everyone to use and takes away so much stress from handling phone calls, which is so important when you’re dealing with people who are unwell.”

Ronan Kearney

Practice Manager, Ayrfield Medical Practice

Established 70 years ago, Ayrfield Medical Practice is the largest GP practice in Kilkenny city. It employs ten GPs and eight nurses, offering a wide range of medical services to 22,000 patients at its primary care centre and in the community

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Challenge

The growing practice had seen incoming call volumes increase exponentially, from 200 per day to around 700 – putting considerable strain on its existing PBX phone system. The call queuing system was ineffective, patients didn’t know where they were in the queue, and some calls were cut off. When Covid-19 struck, call volumes increased further and GPs needed to make more outgoing calls as well as holding video consultations.

Paula Scott, IT Administrator at Ayrfield Medical Practice, says: “The phone system was cumbersome, complicated and not very user-friendly. Patients were frustrated by it, and receptionists found it stressful to use – often having to begin calls with an apology. When the pandemic hit, the phone system simply couldn’t function with all the extra needs placed upon it. We urgently needed a replacement.”



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Ronan Kearney
Practice Manager,
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Solution

The practice contacted several phone system specialists, including unified communications solutions provider and GoTo partner, GreenFire. Gerard McDonald from GreenFire listened to the practice’s requirements and recommended GoTo Connect, the cloud-hosted phone and meeting system from GoTo.

Paula says: “We were impressed by GreenFire, which had a good reputation for VoIP. GoTo Connect offered so many extra services and features, which were a big attraction for us, and we were keen to use IP phone technology. GreenFire arranged a trial of GoTo Connect, including its contact-centre capability, which was a great success.”

GreenFire handled the installation of GoTo Connect for the practice, providing capacity for 50 users. This involved installing hardware and an extra fibre connection to ensure resilience, as well as porting phone numbers from the old system. The practice switched over to GoTo Connect one morning, with no interruption to its phone services.



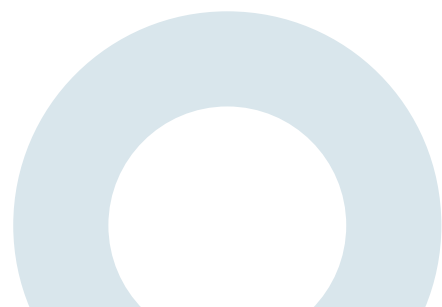
Results


GoTo Connect transformed the phone service provided by Ayrfield Medical Practice to patients overnight. When they call, patients now know exactly where they are in the queue and there are no lost calls, resulting in far fewer complaints.

The call-centre capabilities provide features that remove many of the stresses for receptionists, enabling them to easily manage call queues, see who is on a call, and provide a more professional service.

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Doctors, nurses and support staff can make and receive calls from any phone, including their mobiles, wherever they are working. It enables people to work remotely, when necessary, and provide the same level of service to patients.





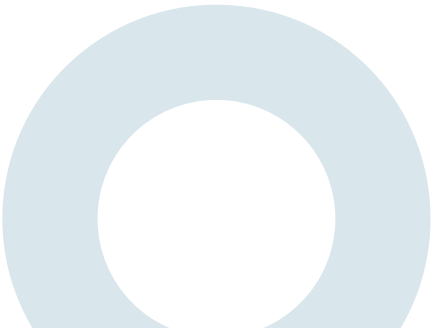
Practice Manager, Ronan Kearney, says: “GoTo Connect is so versatile and has so many features, it makes the whole call-handling experience more user-friendly for our staff, and makes the experience of calling us much simpler and more reliable for patients. We can easily manage high volumes of calls alongside video consultations and meetings, without overburdening the system.”



GREEN FIRE
Unified Communications Solutions

Green Fire UCS is a communications infrastructure solutions provider for mainly small to medium sized companies across Ireland. It specialises in providing complete end-to-end unified communications solutions for businesses. Offices in Dublin and Limerick.

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Learn how GoTo Connect can help your organization by visiting GoTo.com/connect or call us at **0800 640 4005** (United Kingdom) or **1800 943 635** (Ireland).

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