



Improved service at reduced cost

Serbian dental supplies company provides better call service with Cisco Unified Communications

Case Study

Customer Name: **Dental Medical**
Industry: **Healthcare**
Location: **Subotica and Belgrade, Serbia**
Company Size: **24 employees**

Business Impact

Benefits delivered by the Cisco solution include:

- **Previously lost customer calls now answered**
- **Employee productivity and customer service improved**
- **Call charges reduced by 50 percent**
- **Telephone-related maintenance costs reduced by 40 percent**



Business Challenge

Dental Medical distributes dental products, tools, and medication to about 5000 dentists throughout Serbia. Twenty employees, including six dedicated customer service agents, are based in the company headquarters in Subotica, in the north of the country. A second office with seven admin staff is in the capital city, Belgrade.

Property and wages in Belgrade cost about double those in Subotica, but, with 40 percent of all customers living in the Belgrade area, the local office was struggling to cope. Customers typically phone in their orders and the company knew that about 20 percent of calls were not being answered. Significant business was being lost.

Customers wanted to call a local number, because it was cheaper than phoning long-distance, but with no room to expand its Belgrade office, the company seemed to have run out of options. To make matters worse, while calls were being lost in Belgrade, the six agents in Subotica were unable to help because it was too expensive to transfer calls over the public network.

Solution and Results

The solution was to move to IP telephony running over the Internet on a virtual private network (VPN). Based on secure and reliable Cisco® solutions, including Cisco Unified Communications Manager Express, the solution has brought the two sites together as if they were next door to each other.

Now if staff in Belgrade are busy, customer calls are automatically transferred to a free agent in Subotica. Orders are not being lost, and there are no call charges between the two sites, because calls go over the Internet, so agents in Subotica are able to proactively call customers in Belgrade. Overall, productivity has improved as well as staff morale because people can now give customers a level of service that they are proud of.

Call costs have been reduced by 50 percent. In addition, day-to-day maintenance costs are 40 percent less, because the Cisco partner is able to manage the entire telephone system remotely. Previously, each office had its own switchboard, and engineers had to travel to fix problems on site.

“We have reduced our costs and brought the two offices much closer together. What is really great, however, is that we are now on first name terms with even more of our customers, because we are able to spend more time with them and to be proactive.”

Djordje Poljakovic

Owner and General Manager, Dental Medical

For more information on Cisco Unified Communications, please [click here](#)