

Medical Manufacturer Delivers Round-the-Clock Customer Service

BBC Biochemical depends on its Cisco network to deliver immediate service to healthcare clients, 24 hours a day.

EXECUTIVE SUMMARY
<p>BBC BIOCHEMICAL</p> <ul style="list-style-type: none"> • Industry: Manufacturing • Location: Mount Vernon, WA • Number of Employees: 20 employees
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Support secure, rapid communication with customers and business partners in a dynamic manufacturing environment
<p>RESULTS</p> <ul style="list-style-type: none"> • Converged voice and data network improves collaboration between companies, delivers faster and more agile service, and enhances customer satisfaction
<p>SOLUTION</p> <ul style="list-style-type: none"> • Cisco Unified Communications solution delivers secure, feature-rich call handling, messaging, and data communication to employees working in the office, at home, or on the manufacturing floor

Challenge

BBC Biochemical is an innovator in manufacturing materials for diagnostic and medical research lab testing. The company offers a huge array of products for pathology, histology, cytology, and hematology labs, and prides itself on superior quality control in manufacturing. BBC Biochemical shares its facilities and communications system with a sister company, Medical Diagnostic Labs, which collects specimens and performs testing.

Serving customers around the world, both companies operate 24 hours a day, and must be available to answer questions the moment that a physician or customer calls. However, an aging phone system was hampering BBC Biochemical's ability to respond to clients with urgent medical

needs. Callers might find themselves trapped in the phone system, unable to reach an operator or dial an extension.

"We didn't have direct access numbers, we weren't able to transfer voicemails, and we weren't able to provide communication that's needed in an industry where constant communication is necessary," says Adrian Biesecker, CEO of BBC Biochemical.

The BBC Biochemical voicemail system was frustrating to customers as well. Customers whose calls were not answered were only able to leave a message in one general voice mailbox, causing concern that they might not receive a callback in a timely fashion.

Like many manufacturing facilities, BBC Biochemical has a highly mobile staff, who often step away from their desks to update orders, check inventory status, or perform other tasks. If an employee didn't answer his or her desk phone, another employee might have to spend time finding the person.

BBC Biochemical needed a communications solution that could make employees easy to reach in a dynamic workplace. The solution would have to be reliable, to support clients with time-sensitive healthcare needs. And it would have to provide robust security to help the company conform to the Health Insurance Portability and Accountability Act (HIPAA) and other privacy regulations.

“The Cisco solution lets us focus on things that are important, like taking care of our customers or gaining new sales to be more successful in our marketplace. Many customers in our industry need to have answers immediately. If we can provide those answers faster than the other guy, then customers will choose us over the competition.”

– Adrian Biesecker, CEO, BBC Biochemical

Results

To provide complete support for all of its communications, BBC Biochemical chose a Cisco® Unified Communications solution. Cisco Unified Communications lets businesses bring together all their voice and data traffic on one secure Internet Protocol (IP) network for more responsive, agile communications.

The new solution provides caller ID and direct dial extensions for each employee. When the phone rings, staff can instantly recognize an important call from a supplier or customer, and forward it to the person who can best handle the call. The result has been faster service and more satisfied clients.

“Customers noticed a dramatic difference in responsiveness when we moved to the new phone system,” says Biesecker. “People no longer tell us that they are choosing another company because they couldn’t get an answer as quickly as they needed to. The Cisco solution gives us peace of mind in knowing that we are providing the best customer service possible.”

The solution also enables BBC Biochemical to support its fast-paced workforce. Using the Cisco Unified Wireless IP Phone 7921G, employees can be reached no matter where they are working.

“I feel secure in knowing that if I’m in a meeting and I have an important phone call come in, I can pick up my phone anywhere I am and complete that call,” says Biesecker. “I call it my ‘bat phone.’ I can’t live without my ‘bat phone.’ It’s my link, my ‘umbilical cord’ to the company.”

Making mobile employees more accessible has also helped the company work more productively, because employees need no longer spend time finding colleagues to get the information they need.

“The ability to reach someone exactly when you need them has massively increased our efficiency,” says Biesecker. “It means a lot less time wasted searching for people within the building. I can get hold of the key personnel whom I need, whenever I want to, by picking up the phone.”

Unlike its previous network, the new BBC Biochemical solution includes built-in redundancy to help reduce the risk of network failure and communication breakdowns.

“Our network is so amazingly stable that in a year and a half I have had no system go down, no network go down, and no switch fail,” says Biesecker. “I’ve had nothing happen that has ever affected the ability of our infrastructure to get the job done.”

With a network that it can count on and rich call-handling features to improve responsiveness, BBC Biochemical can now spend less time worrying about technology, and more time assisting clients.

“The Cisco solution lets us focus on things that are important, like taking care of our customers or gaining new sales to be more successful in our marketplace,” says Biesecker. “Many customers in our industry need to have answers much faster than competitors. If we can provide those answers faster than the other guy, then customers will choose us over the competition.”

Solution

BBC Biochemical worked closely with Cynnex Networks, a Cisco Premier Partner focusing on technology solutions for small businesses. Cynnex recommended a solution based on Cisco Unified Communications Manager Express, a complete call-processing solution that delivers the features that BBC Biochemical needs to stay connected.

“We’re able to quickly dial extensions, leave voicemails, transfer voicemails, and efficiently get tasks done,” says Biesecker. “I can page an employee within the building or I can page specific phones, a lot of things that I was not able to do before.”

Cynnex worked closely with BBC Biochemical to align the new solution with the company’s business processes, to support employees in the office, at a manufacturing facility, or working from home.

“Cisco has allowed me to be in many places at one time,” says Biesecker. “It has allowed me to spend more time with my family because of the functionality that we have of connecting the system from my house.”

Like most healthcare organizations, BBC Biochemical must conform to government and industry privacy regulations, such as HIPAA. The new network provides solid security through Virtual Private Network (VPN), virus protection, and firewall technologies to protect the network from outside threats, while allowing employees to securely work from anywhere.

“HIPAA is very adamant about making sure that your systems keep you very secure from the outside world,” says Biesecker. “Our Cisco solution gives our employees all the mobility options that they need, yet still gives us the security that we need to safeguard our information.”

Embedded security features in the network also protect the privacy of patient data at Medical Diagnostic Labs, even though it shares the same network as BBC Biochemical. Keeping their data separate while using one network enables both companies to share the same office, while still conforming to privacy concerns.

Working with Cisco Capital, BBC Biochemical was able to rapidly deploy its new network without a large initial investment.

“I was ecstatic with the options provided by Cisco Capital,” says Biesecker. “They were able to bring me a solution that was tailored for my needs. We were moving to a new US\$10 million building, and the financing options enabled us to put our money where it counted, not all into the network at one time.”

With the network installation complete, Cynnex continues to work closely with BBC Biochemical to connect additional departments at Medical Diagnostic Labs to the company network. By bringing both sister companies closer together under one secure, efficient network, BBC Biochemical hopes to enjoy continued success and growth in the years ahead.

For More Information

To learn more about the Cisco solution, visit <http://www.cisco.com/smallbusiness> or contact your authorized Cisco salesperson.



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