

Drug Procurement Company Provides World-Class Caller Experience

OneOncology, Inc. uses unified communications to help callers reach a live person and to support collaboration among employees.

EXECUTIVE SUMMARY
<p>ONEONCOLOGY, INC.</p> <ul style="list-style-type: none"> • Pharmaceutical Distribution • Orlando, Florida • 20 employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Give callers a world-class contact center experience • Increase productivity by helping employees reach each other quickly
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Built a secure Cisco unified communications infrastructure supporting voice, video, and data • Set up an IP-based contact center
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Provides excellent customer service • Gains a competitive advantage • Simplifies internal communication and collaboration • Gains option to provide contact center capabilities to other building tenants

Business Challenge

Established in 2005, OneOncology, Inc., provides drug procurement solutions that simplify the oncology drug supply chain. The company brings together oncology practices and pharmaceutical drug distributors in an impartial electronic marketplace, using real-time reverse auction technology. Buyers enter their orders on the company’s Website, and then distributors bid on the combined orders for a particular drug. Participating oncologists benefit from reduced costs and simplified drug procurement and sourcing, and distributors can reduce their need for a large sales and marketing force.

A world-class contact center solution is essential to OneOncology’s business model. Callers include oncology practices and pharmaceutical distributors who have questions about orders. “Part of OneOncology’s value proposition is that our callers can reach a live person, 24 hours a day, every day,”

says Matt McBride, director of technology. “If someone takes the time to call us, we don’t want to send them to voicemail or make them navigate through a complicated menu system.” Part of having a world-class contact center is high availability. “The nature of our business, providing a marketplace for oncology products and services, demands that our contact center be available whenever someone needs to place an order, even if that’s in the middle of the night or during a disaster,” says McBride.

With just 20 employees, OneOncology needed to help each one be as productive as possible. In particular, the company wanted employees to be able to reach each other quickly to answer questions and make decisions. Similarly, the company wanted to make sure that mobile employees, such as sales representatives, could receive voicemail messages promptly without constantly checking their office voicemail to see if messages were waiting.

Today, OneOncology is providing a world-class contact center experience previously reserved for very large companies, with Cisco® Unified Contact Center Express. And employees can reach each other easily and manage their voicemail and e-mail in one place using Cisco Unified Communications Manager Business Edition and Cisco Unity Connection Voice Messaging.

Network Solution

The Cisco Unified Communications solution met all of the company's requirements at the lowest price, according to McBride. OneOncology engaged The Revere Group, a Cisco Premier Partner, to assist with solution design and deployment. The Revere Group took advantage of the flexible call-routing options in Cisco Unified Contact Center Express to provide an excellent caller experience. All calls are routed to the first available representative who has been off the phone for the longest time. Callers who dial the company's toll-free number to reach their account manager directly are given the option to leave a voicemail message, ring the account manager's mobile phone, or speak to someone now.

The company uses Cisco Unified Communications Manager Business Edition for voice services. This solution includes Cisco Unity Connection Voice Messaging, which lets employees check voicemail either from their IP phone or PC e-mail inbox. They simply select the message from their inbox to hear it.

The Cisco Unified Communications solutions take advantage of the same security technologies that OneOncology built into its Cisco network, including keeping out unauthorized users with the firewall functionality of the Cisco Adaptive Security Appliance. "Cisco security technology gives us confidence that our voice communications are secure, and also helps us comply with HIPAA [Health Insurance Portability and Accountability Act]," says McBride.

The Revere Group acts as an extension to OneOncology's IT group, supporting the unified communications solutions and conducting user and administrator training. "The Revere Group is affordable, extremely knowledgeable, and flexible, and has met all deadlines," says McBride.

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— Matt McBride, Director of Technology, OneOncology, Inc.

Business Results

Cisco Unified Communications solutions are giving OneOncology a competitive advantage, helping the company to change the way oncology practices procure drugs for cancer treatment. "To persuade oncology practices to change their procurement processes, we need to provide service levels that are well above industry standards, and our Cisco contact center solution helps us do that," says McBride. "The Cisco solution gives us the flexibility to connect our callers with a person as soon as possible rather than over-using menu systems. Prospective customers appreciate knowing that we make every effort for them to talk to a live person, which reinforces the message that customer service is a top priority."

Contact center representatives like the system because of the call clarity and ease of use. "They just pick up the Cisco Unified IP phone and take the call," says McBride. Representatives can also see if other callers are waiting in the queue. An employee who receives a direct call while on the phone with someone else can see the caller ID and has the option to place the first caller on hold to tell the second caller when to expect a call back. OneOncology's director of business solutions takes advantage of the Cisco solution to listen to calls so that he can provide coaching, which

improves customer service and also helps with agent retention. “Our IP-based contact center gives our support representatives every tool and option to provide the best possible service and support,” says McBride.

The availability of the Cisco Unified Communications solution is another competitive advantage for attracting oncology practices, according to McBride. “We let customers know that they can reach us no matter what,” he says. Even if the network or equipment goes down, calls are automatically, temporarily routed over the public switched telephone network (PSTN). If employees are prevented from coming into the office because of traffic, weather, or other reasons, they can continue to receive calls to their office number using a laptop with Cisco IP Communicator, at home or any other location with a network connection.

The unified communications solution is increasing employee productivity, an important benefit for the small company. Employees can quickly reach each other by saying, “I want Sarah Jones” or selecting the employee’s name on the on-screen directory. “It saves time to not have to look up extensions in a paper directory,” says McBride. Some of the company’s outside sales representatives use Cisco IP Communicator, a feature-rich softphone for PCs and laptops that provides the same features available on their office Cisco Unified IP Phones. Cisco IP Communicator makes it easier for callers to reach mobile employees, and for mobile employees to retrieve their office voicemail.

Next Steps

OneOncology plans to use its secure Cisco network as the platform for additional unified communications applications to enhance communication, collaboration, and customer service:

- Cisco Unified Personal Communicator will make it easier for employees to reach each other the first time, on the right device, using voice, video, Web collaboration, or instant messaging. “We are especially looking forward to being able to see each employee’s presence information, including whether they are available and their preferred method of contact,” says McBride. In addition, the built-in instant messaging capabilities in Cisco Unified Personal Communicator will enable support representatives to obtain answers for their customers even if the subject matter expert is currently on the phone.
- With Cisco Unity Unified Messaging, employees will be able to view and listen to voicemail messages in their Microsoft Outlook e-mail inbox, avoiding the time needed to check two inboxes. Employees who use smartphones will be able to see their office voicemail messages in their e-mail inbox, and listen to them in any order just by selecting them from the list.
- Employees who work in different parts of the building throughout the day will be given Cisco Wireless Unified IP Phones. “With Cisco Unified Communications and wireless, any place in the building can become a workspace,” says McBride. “And we can use the same wireless network to provide secure wireless access for our guests.”
- The company plans to use its Cisco network for video conferencing with attorneys and partners. “Video conferencing can enrich the communication experience and reduce the costs and environmental impact of travel,” says McBride.

McBride concludes, “The Cisco Unified Communications solution enables us to provide outstanding support to the oncology market while keeping the experience simple for callers and our employees.”

PRODUCT LIST

Routing and Switching

- Cisco 3750 Catalyst Switches
- Cisco 2821 Routers

Security and VPN

- Cisco Adaptive Security Appliance

Voice and Unified Communications

- Cisco Unified Communications Manager 6.0, Business Edition
- Cisco Unified Contact Center Express
- Cisco Unified IP Phone 7975G
- Cisco Unity Connection Voice Messaging
- Cisco IP Communicator

Wireless

- Cisco 1131 Wireless Access Points (planned)
- Cisco Wireless Controller Module for Cisco Router (planned)



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