



## Independent Pharmacy Delays Need to Hire Additional Staff by Adopting New Cloud IVR and Phone Technology

### Case Study

Playa Pharmacy in Playa del Rey, CA is a full service independent pharmacy providing a wide range of products: prescriptions, compounding, homeopathic remedies, herbs, natural and organic supplements and superfoods. This year they were faced with an increase in business, which led to a need to hire additional staff in order to keep up with their orders and maintain their relationships with Customers. At the same time, they were being questioned about why they did not have an automated way to refill medications over the phone. Owner Joe Chegade decided to start shopping for an affordable solution. Smart Solution's IVR was compared to several major IVR vendors. Smart Solutions quickly rose to the top for several reasons. According to Joe, "I chose Smart because they were investing in new technology and I appreciate a Company that is looking towards the future. Smart Solutions is a small business which I like to support, and the people were extremely responsive. The price was a bit lower than others, however, I did not view that as a significant factor. I was impressed with the IVR system features."

Playa chose to install a cloud phone service paired with cloud IVR service. This choice eliminated the need to install any hardware onsite, except for new phones, and did not require any technicians to be present. There was no need to spend any money on equipment. Prior to the installation, Playa had a bundled phone/internet service with Time Warner. "By keeping our internet

**Customer:** Playa Pharmacy

<http://www.playapharmacy.com/>

**Challenge:** Staff Shortage

**Solution:** Install IVR and Take Advantage of VOIP Technology.

**Benefits:** Reduced monthly phone bill, improved Customer Service, and delayed the immediate need to hire staff.

service with Time Warner, and switching our phone service to Smart Solutions, we were able to reduce our phone bill by \$15/month. What I like most about the service, is I can take my phone and plug it in anywhere in the world, and still be an extension at the pharmacy just as if I was there. I can park calls and transfer calls. Before I had 4 line phones, and Customers would often get a busy signal. Now Customers never get busy signals," says Joe. "The call quality is also much better than before. The Voice seems clearer."

#### Immediate Pharmacy Benefits

Playa reported which SmartCall IVR features improved life in the pharmacy the most:

- Our volume of calls we have to answer obviously decreased
- We were able to help Customers in the store in a more efficient way
- Refills show up right in our queue
- Doctors like the ability to leave messages versus waiting on hold or speaking to people

Playa had some concerns about switching from answering the phone live versus automating calls with an IVR. According to Joe, "90% of Customers are happy we have joined the 21<sup>st</sup> Century. Some elderly have complained because everywhere they

call they hear machines. In the installation process, my goal was to keep my IVR service personalized. Smart Solutions helped me do that by letting me use my own voice at the beginning of the recording” Joe reported. “Smart Solutions also set the system up so that the first option was the option to speak to someone live by pressing 0.”

The SmartCloud IVR gives Customers the ability to program people’s caller ID into the system. If that person calls, they ring right through to the pharmacy.

#### **About Smart Solutions & the SmartCloud IVR**

Smart Solutions, Inc. is an aggressive, results oriented company located in Salt Lake City, Utah. Our corporate philosophy is one of providing quality products with real value and reliability that can be counted on to provide customer satisfaction for years. Our service philosophy is one of providing free software upgrades and 24 hour service support, 7 days per week. We are not satisfied unless our customers are satisfied. Our customers range from some of the largest chain stores and some of the most recognized hospital institutions in the healthcare industry to mail order and independent pharmacy owners.

Smart has vast experience in the pharmacy environment with over 4,000 SmartCall IVR systems and over 3,000 SmartCheck "workflow" systems in North America and Canada. Smart also provides Internet refills and Mobile Apps to enable high tech users to order refills through the pharmacy website or their smartphone.

#### **Key Features of the SmartCloud IVR Include**

- Caller Bypass – Recognizes your “special” callers via Caller ID, and allows them to bypass the IVR and speak to someone directly
- Visual Voice Mail – Listen to your voice messages by clicking an icon on your computer
- Free Software Upgrades including HIPAA mandates
- Free Status Check
- Pre-Programmed Holidays which change year to year
- 24 X 7 support
- System reports
- Flexible Prescription Pick up Scheduling
- Delivery support

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