



“If your Pharmacy is busy, not having an IVR is professional suicide; however choosing the right one is critical.”

Case Study

Regency Medical Pharmacy is a full service pharmacy catering to Customers in the Conejo Valley area of California. Their highly-trained pharmacy team specializes in the “concierge” way of practicing pharmacy — the way the pharmacy profession was practiced before the chain drug store model was introduced.

Susan Rado, owner of Regency Medical Pharmacy, left the chain world to start her own pharmacy and vowed to make customer service the top priority. “In order to achieve this, we felt IVR was a must.” Susan decided to let the computer do the work for the routine tasks, and use the time she gained to spend face time with Customers. “I have a mix of older and young patients and they all love it,” says Susan.

Susan first installed an IVR from a competitor of Smart Solutions. According to Susan, “their customer service was horrible, and we had continual technical problems.” Susan explained that during all the problems, she was routinely asked to go inspect the equipment. “I am not a technician,” says Susan. She finally decided she had enough and switched to the SmartCall IVR. According to Susan, “my technical problems are gone and my monthly expenses are lower.” Susan chose to go with a premise based IVR system for

Customer: Regency Medical Pharmacy

www.regencymedicalpharmacy.com

Challenge: Current IVR has constant problems and poor support

Solution: Switch to Smart Solutions SmartCall Essential IVR and all Problems are gone

Benefits: Improved Customer Service and Costs

now, but plans to switch to the SmartCloud IVR sometime next year.

Key benefits noted by Susan were:

- Customer Service is Amazing
- Voice messages show up on my computer screen for quick and easy review. (HIPAA protected)
- Less expensive
- Very feature rich and flexible with reported pick up times, store hours, etc.
- Interface with RX30 works flawlessly

Smart Solutions installed a SmartCall Essential IVR with an onsite server. Regency Medical Pharmacy is set up on a rental program for the IVR for now, and will upgrade to a cloud based IVR with monthly subscription fees early next year.

About Smart Solutions & the SmartCall 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 SmartCall IVR Include

- Caller Bypass – Recognizes your “special” callers via Caller ID, and allows them to bypass the IVR and speak to someone directly
- Auto detection of whether a patient, doctor, or Spanish speaking person is calling for easier IVR navigation (less buttons to press)
- Visual Voice Mail – Listen to your voice messages by clicking an icon on your computer
- HIPAA mandated voicemail protection so all pharmacy voicemails are protected with the required unique login credentials, and audit trail
- Free Status Check
- Pre-Programmed Holidays which automatically change dates year to year
- 24 X 7 support
- Detailed system usage reports
- Automated flexible Prescription Pick up Scheduling
- Delivery support

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