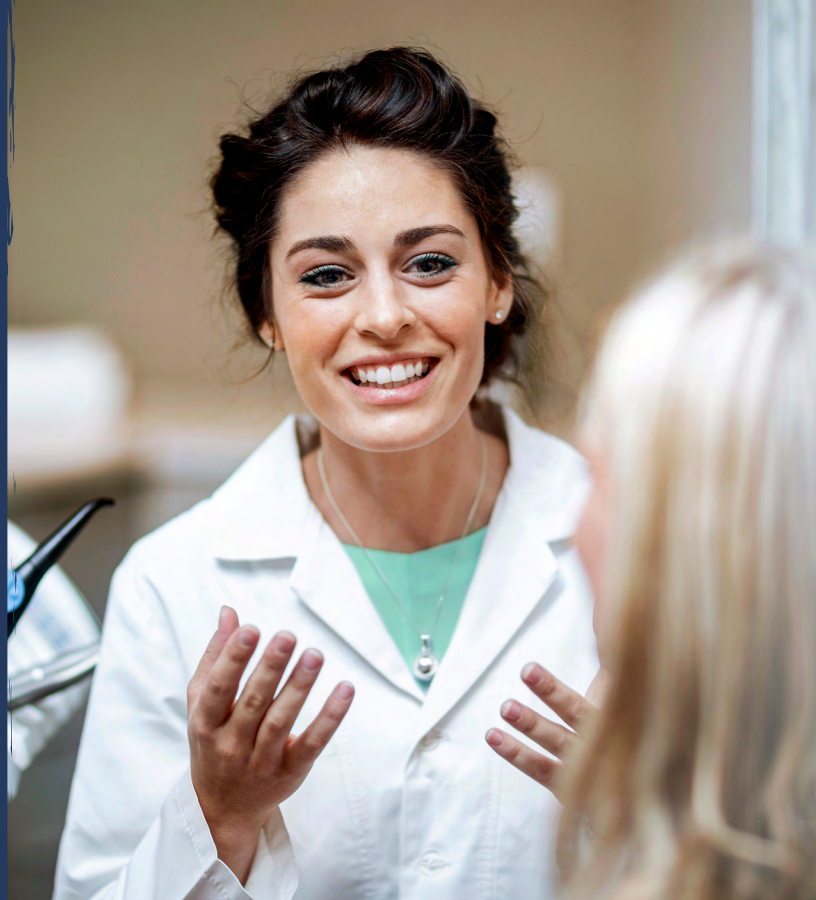


Collaboration tools and AI-powered visibility

Dental Axess improves employee collaboration, customer engagement and control of business-impacting metrics



Customer: Dental Axess
Industry: Healthcare
Location: Switzerland, with global operations

- Challenges:**
- Improve employee collaboration
 - Enhance customer experience
 - Engage with busy customers on their terms

- Product:**
- Genesys Cloud

- Solutions:**
- Inbound
 - Outbound
 - Email
 - Text
 - Chat
 - WhatsApp
 - Self-Service and Automation
 - Integrations

Partner: TechneValue

Communication barriers

Pushing the boundaries for a decade, Dental Axess was founded with the firm belief that digital dentistry gives dental professionals new possibilities to improve patients' experiences. Today, it leads the market in digital dentistry in Australia and New Zealand, and has established offices in Europe and North America. With teams across the world, it offers hands-on service through regional presence and global transfer of experience, tapping into trends, market development and state-of-the-art technology.

The company is passionate about delivering first-class training and support — before, during and after its technology transition. Previously, operations ran on isolated VOIP telephony systems from different vendors. Consequently, sales, service and IT bore the pain.

“Along with legacy system limitations, we wasted time transferring calls, handling different language requests and failing to collaborate with colleagues,” said Per Claesson, Director and Co-founder at Dental Axess. “We knew it was affecting customer satisfaction. Also, our clients tend to be busy with patients all day, so we needed ways of engaging them outside office hours.”

“We issued staff with headsets and laptops and went to remote working in one day. Now, customers have more ways to get in touch and we have much better visibility and control over metrics to steer the business — like a 100% success rate when answering calls. Now we have the tools to do that.”

Per Claeson

Owner and Co-founder, Dental Axess



WhatsApp blended into one global support queue

Determined to put customers and employees first, the company considered various options before settling on the Genesys Cloud™ platform. “It’s very user-friendly with great reporting and management tools,” said Claesson. “Genesys introduced us to local partner, TechneValue, for a smooth migration. They went out of their way to understand our business, personalize design and suggest ideas to get more value from the omnichannel platform.”

One idea was to integrate Genesys Cloud with WhatsApp, which is fast becoming the channel of choice for customer support. Before, technical specialists would receive inquiries and scramble around to locate colleagues to translate emails or take calls. Or, if the message arrived as a social media post, they might have to break off to respond via mobile device. Further, specialists wasted time explaining how to initiate remote control sessions.

“Now, with WhatsApp, clients send screenshots and pictures, and our specialists can quickly see the problem and show them what to do,” said Patricia Zoller, Marketing Manager at Dental Axess. “And they can juggle inquiries in other channels — all from their Genesys Cloud application.”

Digitizing and streamlining support requests alone has improved productivity and saved about 1.5 days across the team, per week. Unlike before, specialists can start a WhatsApp conversation while attending to other calls and messages. Issues logged on the company’s website now feed directly into Genesys Cloud, giving instant visibility from their desktops. This also saves time and removes the need to manage a separate queue.

In addition to WhatsApp, the Genesys Cloud platform allows specialists to deliver a highly efficient omnichannel experience. They can manage phone, email, text, web chat and social media conversations that arrive via Facebook and Instagram more easily using a single desktop. And there’s only one global number for messages and one global support queue, which greatly simplifies quality monitoring and reporting.

“Now, with WhatsApp, clients send pictures and our advisors can quickly see the problem and show them what to do. And they can juggle inquiries in other channels — all from their Genesys Cloud application.”

Patricia Zoller, Marketing Manager, Dental Axess

Artificial intelligence and integration possibilities

TechneValue expertly assisted Dental Axess in creating a virtual assistant to extend weekday service to 24 hours and improve efficiency. The chatbot triages and resolves basic requests. More complex inquiries are identified quickly and routed to the best-placed specialist. If they need to check anything, they can use Genesys Agent Chat to get answers from colleagues.

Service improvements don't end there. “Next, we're looking to integrate Genesys Cloud with Microsoft Teams and Dynamics CRM, reducing effort and making collaboration and customer relationship management even simpler,” added Zoller.

Better sales campaigns and business steering

Like many companies, Dental Axess drives new business through outbound campaigns and paid advertising on platforms like Facebook and Google Ads. “Having all our data in one place will make it easier to manage and nurture leads, for example, by feeding information from live chat to our CRM system,” said Zoller.

The company has come a long way in a short time. Key performance measures like average handle time and first-contact resolution used to be hidden.

When the COVID-19 pandemic forced companies to transition to remote working to ensure the safety of employees and their families, Dental Axess was already prepared. Six months after moving to the Genesys Cloud platform, the team safely navigated COVID-19 challenges and re-emerged stronger.

“We issued staff with headsets and laptops and switched to remote working in one day,” concluded Claesson. “Now, customers have more ways to get in touch and we have much better visibility and control over metrics to steer the business — like a 100% success rate when answering calls. Now we have the tools to do that.”

To learn more about the solutions featured in this case study, go to www.genesys.com.

ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer movement across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experiences as a Service™ so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public contact center platform, designed for rapid innovation, scalability and flexibility.

ABOUT TECHNEVALUE

TechneValue is a young dynamic company providing 360° business consulting services addressing all the needs of enterprises aiming to optimize their performance in today's fast-paced, hyper-competitive market. Leveraging the extensive expertise of its founders and teams of highly skilled independent consultants, TechneValue offers time- and cost-effective customized solutions without compromising on quality and scope. We analyze the needs, expectations and concerns of each client to identify, develop and implement complete cutting-edge business and IT solutions. Our key competitive advantage is our Consulting team: their pragmatic mindset and rigorous analytical abilities are an invaluable asset in dealing with our clients' most complex challenges. Our wide range of services and fields of expertise encompasses several technologies and processes, allowing us to identify the best, most innovative business IT solutions to help companies better manage their clientele.

RESULTS

Faster 24/7

response with cost-effective chatbot assistance

One global queue

for WhatsApp and multichannel support requests

Saved 1.5 days

of work per week, plus raised service levels

Overnight switch

to remote working

Greater visibility

of business-impacting metrics like 100% call answering

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