

**CUSTOMER  
BRIEF**

## Progressive Medical Inc.



Progressive Medical, Inc., incorporated in 1986, initially provided electro-medical equipment and medical supplies in the Ohio area, primarily servicing underwriters of workers' compensation insurance, self-insured employers and third party administrators. Since then, the company has consistently added to its portfolio of offerings, services and support to meet the needs of its clients in a dynamic and competitive industry. With 380 employees providing services and support to clients and injured parties in all 50 states, Progressive Medical, Inc. is a privately held company with a small company feel. The original owner of the business is still an owner today. The company is headquartered in Westerville, Ohio, and operates a contact center inside this location. A separate facility located a short distance from the headquarters building is used for the company's pharmacy home delivery services. For more information, visit [www.progressive-medical.com](http://www.progressive-medical.com).

### Challenge

Progressive Medical, Inc. was seeking a mobility solution that would integrate its employees' wireless phones with their desk phones, and eliminate the need for an in-house wireless network deployment. The ideal solution would allow its IT Technical Services staff to spend less time at their desks answering calls and more time providing hands-on troubleshooting services to their co-workers throughout the company's two buildings. Progressive Medical, Inc. also wanted to enable its pharmacists to receive calls made to their desk phone extension while assisting agents inside the company's call center. At the same time, Progressive Medical, Inc. executives needed a mobility solution that would allow them to be reached while traveling as transparently to the caller as if they were working at the company's headquarters. Additionally the company's Facility Manager needed to be reached at any time no matter where he is in the building.

Rick Dosky, supervisor, technical services, had used Avaya Extension to Cellular at two companies prior to joining Progressive Medical, Inc. He knew how the application worked and the benefits Progressive Medical, Inc. could derive from it. His biggest challenge was selling the benefits to the company's decision makers.

### Solution

Four distinct groups within Progressive Medical, Inc. are now using the Avaya Extension to Cellular application. The IT Technical Services staff is connected to their desktop extensions no matter where they are inside the company headquarters in Westerville, Ohio. The Facilities Manager can be reached whenever he is away from his office. Pharmacists can take calls while walking the floor of the contact center assisting agents. Finally, Progressive Medical, Inc. executives can receive calls while traveling or anywhere off-site as if they are working at the headquarters location.

All employees at Progressive Medical, Inc. have Avaya telephones on their desks. More than 300 employees are using Avaya IP Telephones, with managers and higher-level executives using high-end full feature models. There are also 30

**“Our Facilities Manager relies on the Avaya Extension to Cellular application to receive calls wherever he’s working in the building. If the alarm company calls him in his office to report an alert and he needs to investigate the cause, he can simply take the call with him by moving it to his cell phone.”**

— Rick Dosky, supervisor, technical services



Avaya Digital Telephones being used inside the company's headquarters. Twelve of Progressive Medical, Inc.'s IT Technical Services staff use Avaya IP Softphone to work from home with all the functionality of their office desktop phone.

Avaya Communication Manager runs over two Avaya S8700 Servers to make up the backbone network supported by three Avaya G650 Media Gateways. Progressive Medical, Inc. has also deployed Avaya INTUITY® AUDIX® Voice Messaging for all of its voicemail needs.

### Applications and Services

- Avaya Communication Manager
- Avaya S8700 Server (2)
- Avaya G650 Media Gateway (3)
- Avaya 4610 and 4620 Series IP Telephones
- Avaya IP Softphone
- Avaya Digital Telephones
- Avaya Extension to Cellular
- Avaya INTUITY® AUDIX® Voice Messaging
- Avaya Maintenance Services
- Avaya Authorized BusinessPartner

### Results

- **Maximize capabilities of small IT Technical Services staff.** With Avaya Extension to Cellular, Progressive Medical, Inc. can support 380 total employees with a small IT Technical Services staff of six troubleshooters and two administrative support people. Using Extension to Cellular, the troubleshooters can be out on the floor of the company's contact center assisting agents. Progressive Medical, Inc. also cites the application's functionality as a way to avoid adding more staff. *"With a relatively small IT Technical Services staff, we try to do 'more with less' without adding personnel,"* said Rick Dosky, supervisor, technical services. *"We couldn't do that without Avaya Extension to Cellular."*
- **Improved service and support to co-workers.** Being able to walk around the company's two buildings and still be reached at any time is a big advantage to Progressive Medical, Inc.'s IT Technical Services staff. A Progressive Medical, Inc. IT Technical Services troubleshooter reached on their phone at their desk, can receive the call, press EXTEND to take the call on their cell phone, and begin walking towards the caller while making suggestions on fixing the problem. A quick face-to-face visit with the caller has often resolved the issue.
- **Increased customer satisfaction.** By equipping its team of pharmacists with Extension to Cellular, Progressive Medical, Inc. can allow these experts to provide support to its contact center staff on the floor of the center without missing important calls to their desk phones. And having the pharmacists on the contact center floor allows Progressive Medical, Inc. to provide better service to its customers.
- **Cell phone cost reduction.** With Extension to Cellular, Progressive Medical, Inc.'s IT Technical Services staff can limit direct calls to their mobile number by only giving out their desk phone number and re-directing incoming calls as needed to their cell phone with simple programming of the application. As a result, Progressive Medical, Inc. has seen a marked decrease of cell phone charges since the deployment of Extension to Cellular.
- **Executives gain access to all calls while traveling.** Progressive Medical, Inc.'s executive team is among the most enthusiastic users of the Extension to Cellular application because it allows them to remain contacted to calls coming into their office phone while traveling on business.

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or access other collateral by clicking on **Resource Type** under **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

“Our IT Technical Services staff can be anywhere in the building and still answer calls or troubleshoot over the phone while working on something else. It's a multi-tasking tool – you can't be at two places at once, but with Extension to Cellular you essentially are.”

— Rick Dosky, supervisor, technical services