



CASE STUDY

User:
Medmark Health & Life

Country:
Egypt

Industry:
Healthcare

UAE
102, Building No. 5
Dubai Internet City
P. O. Box 500285
Dubai, UAE
Tel: +971 4 4294900
info@fvc.com

Saudi Arabia
18, Al Khozama Center
P. O. Box 11583
Riyadh, Saudi Arabia
Tel: +966 1 2175530
infosaa@fvc.com

Lebanon
4th Floor, Block C
Mkalles 2001 Center
Mkalles, Lebanon
Tel: +961 4 699033
info@fvc.com

Egypt
6 A, Sebaq St.
Heliopolis
Cairo, Egypt
Tel: +20 2 26435280
infoeg@fvc.com

Morocco
Technopark
Bureau 357 - 358,
3eme Etage
Route de Nouaceur
Angle RS 114 CT 1029
Casablanca, Morocco
Tel: +212 22 958450
infoma@fvc.com

BACKGROUND

With over 20 years of experience in the Insurance field, MEDMARK Health & Life is a market pioneer in the management and promotion of world-wide medical assistance, health and life insurance services in Egypt. The company actively markets and services a range of private medical insurance solutions to individuals and organisations, providing the highest class of international and local medical coverage. Its services extend worldwide to active members in more than 100 countries around the globe.

CHALLENGES

MEDMARK is a company that needs its agents to be available easily to the customers. In the past, customers could not be redirected to available agents when they were unable to reach their own assigned agents especially after closing hours. This problem stemmed from the existing systems inability to re-direct the unanswered calls to the agents present in the office to answer them.

A similar situation would arise if the customers' assigned agent was travelling to other offices or other regions for work. The older system did not allow for easy user management. There was no ability to upgrade to a better video or web conferencing facilities, without a change in the hardware.

According to Hussam Fawzy of Arkan Integrated Solutions, the FVC partner that implemented the final solution, "When we first analyzed MEDMARK's needs, we found that they needed to be available 24/7 without setting up a 24/7 call center. The system needed to ensure that MEDMARK had to be reachable 24/7, make sure all calls are received without a change in working hours for the team."

A second challenge was to ensure a switch from a traditional telephony system to an IP one in a phased manner to maximize any investments made in a traditional system.

SOLUTION

Working with Arkan Integrated Solutions, MEDMARK deployed Polycom IP Phones along with an Asterisk PBX and Digium Asterisk cards connecting 72 employees in its Cairo office. The new system can now facilitate better communications between MEDMARK's customers and agents using the rich features available in the system like Queues, Follow me and remote agents. This now allows its employees to answer the customers outside office hours, by having the system automatically search for the available employees. The new system also enhances communication between employees by using options like voicemail, voicemail to e-mail, video telephony, roaming extensions and remote extensions.

Fawzy added, "The system from Asterisk allowed us to route calls to doctors' mobile

MEDMARK enhances customer communication with Polycom



CASE STUDY

User:
Medmark Health & Life

Country:
Egypt

Industry:
Healthcare

UAE
102, Building No. 5
Dubai Internet City
P. O. Box 500285
Dubai, UAE
Tel: +971 4 4294900
info@fvc.com

Saudi Arabia
18, Al Khozama Center
P. O. Box 11583
Riyadh, Saudi Arabia
Tel: +966 1 2175530
infosasa@fvc.com

Lebanon
4th Floor, Block C
Mkalles 2001 Center
Mkalles, Lebanon
Tel: +961 4 699033
info@fvc.com

Egypt
6 A, Sebaq St.
Heliopolis
Cairo, Egypt
Tel: +20 2 26435280
infoeg@fvc.com

Morocco
Technopark
Bureau 357 - 358,
3eme Etage
Route de Nouaceur
Angle RS 114 CT 1029
Casablanca, Morocco
Tel: +212 22 958450
infoma@fvc.com

phones after working hours, and ensuring that each call is received, reported and recorded. The new system also ensures that there are no dropped calls.”

By integrating the new system with its existing one using Digium telephony cards; MEDMARK was able to have an up-to-date telephony system with all the IP features that Asterisk is rich in.

Over time, MEDMARK will be able to phase out the old system and transfer the users of the old system to its rich Digium-Asterisk telephony system.

RESULT

Saad Mohamed, IT Unit Manager at MEDMARK Health & Life said, “In the medical line, it is imperative that we are in touch with our customers all the time and that they have access to us when they need it. We are very pleased with the new system. The quality of the voice calls and the system’s ability to scale with our growing needs is one of the key reasons for selecting a combination of Polycom and Digium-Asterisk.”

MEDMARK plans to extend the system to its Alexandria office as well as connect new employees in the Cairo office. In addition, they hope to add the latest video conferencing technology to this solution.

