



Medical Company Uses CRM to Expedite the Judicial Process



Overview

Country: United Kingdom

Industry: Healthcare

Customer Profile

Essex Medical & Forensic Services Ltd. dispatches doctors, nurses, and paramedics to treat detainees who require medical treatment while in police custody in cities across the United Kingdom.

Business Situation

Essex Medical sought a powerful, affordable, and scalable customer relationship management (CRM) solution that would allow the company to track calls, dispatch medical personnel, and accurately report back to police authorities.

Solution

Working with its partner Aspective Ltd., Essex Medical implemented Microsoft® Dynamics™ CRM running on Microsoft Windows® Small Business Server 2003 to better dispatch, track, and report on medical cases.

Benefits

- Rapid response times
- Timely, accurate reporting
- Faster processing

“Microsoft Dynamics CRM is incredibly fast. And to just put into perspective why that’s important to us—every minute saved gives the police more time to spend on the judicial process.”

Steve Roberts, Business Director, Essex Medical & Forensic Services Ltd.

Essex Medical & Forensic Services dispatches doctors, nurses, and paramedics to treat detainees who require medical treatment while in police custody in cities across the east of the United Kingdom. Essex Medical sought a powerful, flexible, and scalable customer relationship management (CRM) solution to run its business efficiently by helping it track calls, dispatch medical personnel, and accurately report back to police authorities. Working with its Microsoft® Gold Certified Partner Aspective, Essex Medical deployed Microsoft Dynamics™ CRM running on Microsoft Windows® Small Business Server 2003. With a recent upgrade to Microsoft CRM 3.0, Essex Medical benefits from speedy system performance and is able to provide authorities with even faster response times and more accurate and detailed reporting.

“Microsoft CRM 3.0 enables us to provide the right person with the right medical expertise for the right case.”

Steve Roberts, Business Director, Essex Medical & Forensic Services Ltd.

Situation

Founded in May 2004, Essex Medical & Forensic Services Ltd., has carved out a lucrative niche in the medical field. The company dispatches doctors, nurses, and paramedics to treat detainees who require medical treatment while in police custody. Essex Medical first began providing this service in Bedfordshire, United Kingdom, and then rapidly expanded into Essex, Suffolk, and Cambridgeshire.

As a fast-growing startup, Essex Medical recognized the need for a CRM solution to run its business efficiently, says Steve Roberts, the company's Business Director. Essex Medical sought a system that would allow it to quickly and accurately log medical request calls from police stations, dispatch the medical professional with the right skills for the job, ensure that the call was managed properly, and accurately report on its activities at the end of each month.

Because the Essex Medical network of 150 professionals is growing quickly, the company's customer relationship management (CRM) system had to be able to accommodate its rapid expansion. In addition, the system needed to be powerful, affordable, and able to easily integrate with company's Avaya contact center solution.

Solution

After evaluating several CRM solutions, Essex Medical selected Microsoft® Dynamics™ CRM. It then called on Aspective Ltd., based in Staines, Middlesex, U.K., to perform the software installation, configuration, training, support, and integration with the Avaya contact center. A Microsoft Gold Certified Partner, Aspective has more than 14 years experience delivering CRM solutions to more than 500 customers across a range of industries.

The companies elected to deploy the Microsoft CRM 1.2 solution on Microsoft Windows® Small Business Server 2003, part of Microsoft Windows Server System™ integrated server software. “Implementing Microsoft CRM on Small Business Server was definitely the right thing to do for our business,” Roberts says. “It gave me a very powerful CRM platform at the right price.” Equally important, the entire deployment was carried out in approximately one week.

“Essex Medical was already using Small Business Server, and therefore the underlying architecture was in place to support Microsoft CRM,” says Angela Malpas, Principal Consultant at Aspective. “That enabled Essex Medical to be up and running on Microsoft CRM in a small number of days.”

When Microsoft CRM 3.0, the newest version of Microsoft CRM, was released, Essex Medical quickly took the opportunity to upgrade from Microsoft CRM 1.2 to Microsoft CRM 3.0 Small Business Edition—and was able to do so in less than 24 hours.

Benefits

Essex Medical is realizing a wealth of benefits from its Microsoft CRM 3.0 system.

Rapid Response Times

When the police previously handled medical-dispatch duties, the operation was almost entirely paper-based, which led to inefficiency and data inaccuracies. By assuming these duties and implementing Microsoft CRM, Essex Medical has streamlined the process significantly. Because of its tight integration with the company's Avaya solution, Roberts says that “Microsoft CRM 3.0 enables us to provide the right person with the right medical expertise for the right case. It also enables us to respond to police calls and dispatch medical services quickly so that the police can focus on the process of justice.”

For More Information

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For more information about Aspective Ltd. products and services, call +44 01784 410420 or visit the Web site at: www.aspective.com

For more information about Essex Medical & Forensic Services Ltd. products and services, call +44 0871 2002900 or visit the Web site at: www.emfs-ltd.co.uk

Timely, Accurate Reporting

Using Microsoft CRM, Essex Medical is able to provide the authorities with timely, accurate reports on the types of cases to which it has been responding. "Once all the details are in, we can quickly report back to the police on how many calls they've had, the response time, and what type of detainee we're seeing," Roberts says. This allows the police to analyze and establish medical procedures for treatment of detainees.

Faster Processing

Roberts says he has been particularly impressed with the speed of the Microsoft CRM 3.0 solution. "Microsoft CRM is incredibly fast," he says. "And to just put into perspective why that's important to us—every minute saved gives the police more time to spend on the judicial process."

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

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