



**FRESENIUS  
MEDICAL CARE**

Fresenius Medical Care (FMC) is the world's leading provider of products and services for chronic kidney failure patients. In Australia, Fresenius Medical Care has been caring for patients undergoing dialysis due to chronic kidney failure for more than a decade. "We assist patients directly as well as hospitals. As our patients are often dealing with illness, it is important that contacting us is as easy as possible," said Jo Galazzo, Customer Service Manager Australia & New Zealand, FMC.

## Challenge

In 2019, FMC installed a new CISCO phone system, including Cisco Unified Contact Centre Express (UCCX) for its call centre requirements. Following this roll-out, FMC experienced complaints from patients and clients, followed by a major outage.

Jo, who was then new to the business, reviewed the phone system and discovered the design wasn't right for the company. "When digging deeper into the set up, it became apparent very quickly that the telephony design had been over-engineered and was not intuitive for our patients or our clients," said Jo.

**"The phone system in place had overly complex IVRs and queue design. There was no on-hold messaging, so callers who were placed on-hold had no idea what was happening. The skills matrix also needed to be redone."**

The poor design and set-up of the phone system was having a negative impact on patients and clients.

Telephony is a unique skill, and FMC wanted a partner with the experience and knowledge you only get from rolling out similar projects.



**"We needed to reconfigure the entire system and therefore needed a partner who understood our requirements and could configure and implement the UCCX system for us."**

## Solution

"We met with Cloud Earth to discuss our requirements, and straight away, they got it. It was nice to work with a local provider that had the technical capabilities that we required. I reworked the skills matrix and mapped out what we required from our IVRs, on-hold messages, and new queues. From there, Cloud Earth's technical team was able to design and reconfigure the system to our updated requirements."

The only part of the system that remained was the hardware.

## Results

Cloud Earth was able to roll out the changes to UCCX in just three weeks. "Kevin, from Cloud Earth's technical team, was amazing. From the beginning, he understood our requirements and built a system that fit our needs."

Since reconfiguring the system, FMC hasn't received a single complaint about its phone system. "Without a doubt, the new set-up has improved the experience for our patients and clients. Cloud Earth's experience and technical skills have helped us to implement a system that is now user friendly for our patients and clients and made our lives in customer service, a lot easier," concluded Jo.