GoTo
Connect

ARSA
ADVANCED RECONSTRUCTIVE
SURGERY ALLIANCE

Advanced Reconstructive Surgery Alliance

The Advanced Reconstructive Surgery Alliance (ARSA), an integrated network of six leading reconstructive surgery practices spanning the United States, sought to modernize their legacy phone system.

Challenge

ARSA faced several challenges with their outdated legacy phone system and its limited call center capabilities. ARSA was looking for a more modern contact center solution, offering a comprehensive suite of communication tools, to enhance customer engagement across various channels.

Lack of Scalability: The legacy phone system was unable to keep pace with the company's growth, complicating the organization's expansion. ARSA required a flexible system capable of accommodating its diverse range of working styles, including fully remote, hybrid, and in-person employees. The existing system made it costly and time-consuming to regularly add or remove users.

Reliance on 3rd Party IT Firm: Crucial reporting tools were lacking, leaving the company reliant on third-party monitoring for basic call analytics. Any issue required an external ticket submission to a third-party vendor, leading to prolonged downtime and inefficient troubleshooting.

Rigid Call Management: There was no flexibility to adjust dial plans or reroute calls internally, creating barriers to effective communication and missed opportunities to connect with patients.

> "Within the entire company, we have fully remote employees, hybrid employees, and fully in-person employees, so we really needed a company that was going to be able to adapt to all those different scenarios."
> Katheryn D'Onofrio, Healthcare Service Line Director

Solution

ARSA adopted GoTo as its communications platform to address these pressing challenges. The IT department at ARSA selected GoTo based on its flexibility, scalability, and ability to eliminate the dependency on hard desk phones. By transitioning to this cloud-based platform, ARSA gained the agility and tools required to meet their operational demands.

Scalable Implementation: GoTo allowed ARSA to easily add users and phone numbers as needed, enabling seamless onboarding for new practices. All staff enjoy the flexibility to use GoTo on laptops, desk phones, or mobile devices, making communication quick and responsive.

Dial Plan Flexibility: The internal team now has the autonomy to modify dial plans and reroute calls instantly without third-party assistance.

Advanced Call Management & Insights: Features like call queues and availability indicators helped reduce missed calls and improve team efficiency. Built-in analytics provide real-time reporting on call volumes, connection rates, and performance metrics, empowering better workforce management.

Results

The implementation of GoTo has yielded significant improvements across ARSA's operations, leading to better patient care and enhanced organizational productivity.

Improved Connection Rates: ARSA saw connection rates jump from 63% to 89% within six months of switching platforms. "First call resolution has definitely improved, as had the time our agents spend on each call."

Streamlined Call Management: Advanced reporting tools allowed the organization to optimize call handling and gain insights into staffing needs across eight call queues. The ability to "turn the phones over with just a click of a button to be agile and be able to change how the phones route has been really helpful in terms of process improvement."

Higher Productivity: Data visualization of call volumes allowed for optimized staffing schedules and agents can now identify who's available to take calls using presence indicators. "GoTo has greatly improved our ability to connect with our customers, our patients, and our teams within the company."

Positive Agent Experience: By eliminating the technical roadblocks of the previous system, agents have embraced the user-friendly interface and appreciate the ability to work across devices. "With GoTo, I always have access to my work phone if I need it."

Seamless Deployment & Adoption: GoTo's training and onboarding program got everyone up to speed quickly and the switch-over from their previous vendor went smoothly. "One day we were on the legacy system and the next day we were on the new system, and it was pretty seamless."

Conclusion

GoTo revolutionized ARSA's approach to patient care by providing flexible, scalable, and data-rich communication tools. The platform has not only improved connection rates and reduced downtime but has also enhanced the overall patient and agent experience. Through GoTo, ARSA is better equipped to deliver exceptional care while managing a growing network of practices.

"Our ability to connect with patients quickly through different modes of communication—whether that's a text message or a phone call—improved vastly when we switched to GoTo."

–Katheryn D'Onofrio, Healthcare Service Line Director

Looking to simplify and enhance your business communications? GoTo can help. Visit goto.com to learn more.

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