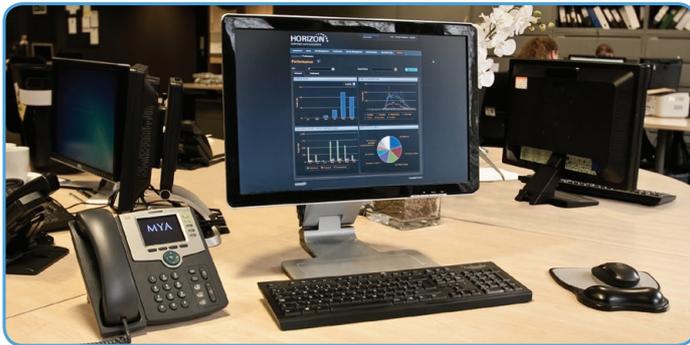


# CASE STUDY

## INDUSTRY: COSMETIC SURGERY



“We spoke to several potential suppliers, The Technology Group was the only one to offer a bespoke solution that would meet all of our communication needs. They commissioned the system and continue to provide excellent support, remotely accessing the platform and changing the configuration as required. They even provide our phone lines and broadband so that there is just one port of call for any support issue.”

- Aaron Rea, Managing Director, MYA

### Company profile

- Make Yourself Amazing (MYA) are a leading aesthetic/cosmetic surgery consultation and treatment provider.
- They are based in Leeds and London. Their headquarters are in Harrogate, North Yorkshire.
- They deliver procedures across the country at their 12 regional clinics.
- MYA have 165 extension users.

### The problem

- MYA had nine separate telephone systems plus 165 users. The systems weren't integrated, so they were hard (and expensive) to administrate.
- They were paying for internal calls between sites.
- The head office's telephone system didn't have any potential for future growth.
- There wasn't a reliable back-up system if the telephone system failed.
- Only basic call centre statistics were used.

### Our solution: highlights



Reduced call charges cut costs by up to 30%



Improved communication with clients and between offices



Broadband increased speed and reliability, providing a superfast connection, contention 1:1



Better call handling and monitoring improved resource allocation



# Our solution

## The details



## Hosted communications

### Modern, seamless and easy to use.

MYA now have an expandable and flexible hosted platform that can support them as they grow from strength to strength. They now have free inter-site calls, a single web-based management interface, and professionally recorded auto-attendant and voicemail recordings.

Communicating effectively with their patients is key to MYA's service. They need to provide a timely and professional response to inbound calls to reassure patients who may feel anxious ahead of a procedure. So choosing the best solution was crucial to their business.

**“The Technology Group provided the latest web-based reporting system, which provided essential management data. This has helped us refine our call centre shift patterns. A widescreen display feeds off the reporting data to provide a live visual overview of call handling service levels.”**

*- Aaron Rea, Managing Director, MYA*

## Connectivity

### High quality broadband designed specifically for VoIP

MYA needed a reliable system to keep their sites and clinics connected – and a faster connection to keep up with their daily requirements.

**“The Technology Group gave expert advice, as well as an extremely smooth and professional installation.”**

*- John Ryan - Chairman, MYA*

