



Vertical Turbocharges The American College of Physicians' Communications with Cloud PBX

The American College of Physicians is the largest medical specialty organization in the United States and represents internal medicine physicians (internists). ACP partnered with expert telecom consultants EE and Associates to find Vertical. They guided ACP through a fair evaluation process using standardized tools and custom criteria, which ultimately resulted in the selection of a Vertical Solution. ACP's focus was on finding a robust solution that could provide their members with the support they need. Their previous premise system was limited – it wasn't mobile enabled, hindering their staff's communications when they were offsite. Their contact center had minimal reporting, which meant their management was in the dark about busy call times, hold ups, and call answer rates. To improve their communications, Vertical proposed that ACP move to the cloud, using 8x8 Virtual Contact Center (VCC), powered by V8. The solution has revolutionized ACP's communications.

AWARD WINNING SERVICE AND SUPPORT

ACP's VCC is crucial to their everyday business and success. Powering their communications with V8 ensures that neither ACP's communications are guaranteed. V8 is a unique relationship between Vertical and 8x8. With V8, ACP received the 8x8 the X-Series and VCC from 8x8, paired with award-winning service and support directly from Vertical. Vertical engineered their system for 99.999% up time, as well as superior voice quality. V8 is on hand 24/7 to provide award-winning service and support, ensuring that they have the support and information they need whenever they need it. With V8, ACP never has to worry about the quality of the communications or contact center.



CUSTOMER SNAPSHOT

American College of Physicians

Philadelphia, PA



Communications Solution

8x8 X Series and
Virtual Contact Center
Powered by V8



Highlighted Features

- Contact Center
- Onsite Installation & Support
- Five9 Engineering & Design
- HD Voice, Secure Voice
- Mobile & Desktop Apps
- Call Recording
- Business SMS

SEAMLESS MOBILE ENABLEMENT

To ensure that ACP's staff can always get in touch and can work from anywhere, Vertical moved ACP to 8x8. 8x8's Unified Communications (UC) solution means that ACP staff can communicate anytime, anywhere while still communicating exclusively through the 8x8 application. 8x8 staff can now use the 8x8 application on their mobile phones to place and receive calls when they're offsite, all using their business phone number. Staff can also use video, chat, conferencing and team collaboration all from their desktop or mobile phone to streamline their communications. ACP can even schedule meetings from within the application.

"Vertical delivered best-in-class service and support. They were a very responsive and concerned team. They took the time to deliver fast and accurate responses every time."

**– Bob Murray, Vice President,
Information Services /
Member & Product Support**

IMPROVING CUSTOMER SERVICE WITH 8X8 VIRTUAL CONTACT CENTER

ACP uses their contact center to support their Member and Product Support Team. Their contact center is crucial to their members, as it works to support their 159,000 internists, subspecialists, residents, fellows, and medical students that ACP supports worldwide. To deliver the best experience to ACP's members, Vertical recommended the 8x8 Virtual Contact Center (VCC). The VCC provides direct insight into ACP's member journey through in depth analytics. Now, ACP has a step-by-step view into their callers journey, from the moment they reach their Interactive Voice Response (IVR) call menu, through termination of the call. ACP can see where they are excelling, and where they can improve. They can staff for time blocks with high call traffic, to make sure their members aren't sitting on hold. They can even view speech analytics, delivering them a 100% transcription and analysis of every call, so that they can find trends, see issues, and evaluate their staff.

DREAMING BIG WITH FUTURE 8X8 APPLICATIONS

ACP has big plans for the future of their communications. Following the success of their transition to 8x8 and cloud communications, ACP will move from their current video conferencing software to 8x8 Video Conferencing. The move allows employees to use any mode of communication from within a single system and will consolidate their telecom costs into a single bill, drastically reducing ACP's costs.

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Or Call 877-VERTICAL (877-837-8422)