



Facilitating Hope

IPC helps The Living Legacy Foundation of Maryland implement MiCloud Flex and provides expert consulting services to optimize the patient experience.



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The Living Legacy Foundation of Maryland (The LLF) facilitates organ, eye and tissue donation and transplantation in Maryland hospitals, and provides support for families of donors. The Baltimore-based nonprofit also conducts outreach to help people understand the life-saving benefits of organ, eye and tissue donation.

Effective communication is vital to The LLF’s work. The organization employs 32 coordinators with medical backgrounds who work with hospitals and physicians to manage the donation process. Because the coordinators focus on specific types of donations, calls that come into The LLF’s contact center must be routed quickly to someone with the right expertise.

“Anytime a call comes in there’s the potential for a life to be saved, so we really rely on our contact center technology to support the work that we do,” said Ieesha Johnson, Community Outreach Manager, The Living Legacy Foundation. “Our coordinators aren’t just answering the phone — they’re solving problems. They’re creating relationships. They’re doing the work that needs to be done to ensure that the donation process can happen.”

That’s why The LLF sought to upgrade its aging Mitel contact center system to the MiCloud Flex unified communications platform. The organization asked IPC to help with the migration process and provide customer experience consulting services.

“When we first moved to Mitel we had a smaller IT team, and we didn’t have the knowledge needed to set up the phone system,” said Allison Coleman, Public Relations and Media Coordinator for The Living Legacy Foundation. “Since then we’ve added IT pros who can be a resource to the project, but they still aren’t Mitel experts.”

“Eric [Bowling, IPC’s head of Customer Innovation] really knows the Mitel solution and was able to answer all of our questions and get us up to speed on some of the more advanced capabilities. He also consulted with us to develop a call flow that improves our communications.”

“As communication channels evolve in our increasingly digital culture, it is important for organizations to understand how to better serve their customers in the manner they prefer. To facilitate this discussion, the IPC Customer Innovation team begins with our customers’ cus-

tomers and the experience they are looking for. ‘Tell me about your customers,’ is a great way to start this conversation,” Bowling said. “When The Living Legacy is better able to deliver on their commitments to their patients and families, we have done our job. We are honored to have worked alongside such a great organization.”

GAINING ADVANCED CAPABILITIES

MiCloud Flex is an enterprise-class Unified-Communication-as-a-Service solution that delivers the performance and reliability The LLF needs to support its mission. It provides the flexibility and scalability of the Mitel cloud with customizable options and the ability to integrate with third-party applications. Users gain the ability to work from anywhere and enjoy a seamless experience across every device and communications channel.

“It made perfect sense to move to the Flex environment to gain geo-redundancy in a cost-efficient solution,” said Tiffany Arrington, Data and Information Systems Manager, The Living Legacy Foundation. “Two of our coordinators work remotely and our intention moving forward is to allow more opportunities for remote work. The MiCloud Flex enables that. The interface also gives us call recording capabilities, which we need for regulatory compliance purposes.”

The LLF is also taking advantage of the reporting features of the MiCloud Flex solution. Quality monitoring and real-time and historical reports can help the organization better manage resources and improve performance.

“Our original environment did not allow the type of granular reporting we were looking for,” said Andrea Miller, Systems Analyst, The Living Legacy Foundation. “IPC was able to help us get the reports that we were looking for so our managers can ensure that their staff have the support and resources they need to handle the call volume.”

“Eric took the time to really understand our organization, what we do and how we operate,” Arrington said. “That allowed him to be that master translator — he could always articulate how we function and the importance of what we do to the Mitel implementation team and to serve as that communication bridge.”

DEVELOPING THE RIGHT CALL FLOW

IPC’s customer experience consulting services were also extremely valuable to The LLF. IPC and Mitel sat down with key stakeholders to discuss the types of calls that come in, the processes surrounding those calls, and how those processes could be optimized. The implementation team used that information to develop call flows that would be programmed into the Mitel system.

“We do have coordinators who work on different tasks or take different types of calls, anywhere from tissue-only referral calls to organ-only referral calls to research,” Miller said. “We didn’t have much of a call flow in the past, so IPC guided us through that development process.”

Customer experience management is generally associated with for-profit businesses but it’s also a priority for nonprofits such as The LLF. In fact, the organization believes it’s even more important given the nature of its mission.

“The heart of our organization is that phone call that comes in regarding a donor or recipient,” Johnson said. “Calls can come in any time of day, 365 days a year, so it’s critical that we are there to answer 24x7. Our coordinators typically work on 30 or 40 cases a day.”

“Trust is incredibly important for us,” Coleman said. “If you’ve just lost your loved one and you’re getting bounced around a phone system, you’re not going to trust that organization. We have to ensure that calls are transferred to the right person the very first moment.

“It seems like technology might be the last thing on people’s minds in the process of donation and transplantation, but for us it’s an essential part of our mission to save lives. And we’ve found a good partner in IPC to help us optimize that.”

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