

## CASE STUDY:

**PPSNE, Inc.** (Planned Parenthood of Southern New England, Inc.)



**\$36,000**  
Per year savings



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### Account Background

Planned Parenthood of Southern New England, Inc. offers a wide range of reproductive and health care services. Their 18 health centers serve more than 70,000 men and woman each year in Connecticut and Rhode Island.

### Previous Technology Situation

Chorus Communications was introduced to PPSNE, Inc. as they were looking to deploy a new Broadsoft based Hosted VoIP Phone System. Their legacy system was outdated and it was time for an innovative business solution. John Jessop, President of IT for PPSNE, Inc. was searching for a system with state-of-the-art features to include: detailed call reporting, control over remote caller outbound caller ID, desktop sharing, and simultaneous ring. He also wanted the solution to be nimble to facilitate their frequent center moves.

Additionally, PPSNE, Inc. had challenges with call capacity for their multiple call center users. Executives were also looking to centralize services to be managed by their in-house IT team.

Due to the sensitive nature of their practice, PPSNE, Inc. needed a solution that would expedite their patients to the correct department/center to get a quick and live response with minimal prompts.

### Solution

The expert team at Chorus Communications was able to provide PPSNE, Inc. an efficient, cost effective, and technologically advanced VoIP telephone system. For this vital business decision, PPSNE, Inc. was presented with over 11 different non-biased Chorus recommendations to consider. After carefully comparing and reviewing, Momentum Telecom was ultimately named as the trusted provider. PPSNE, Inc.'s custom built business VoIP solution includes the implementation of a Unified Communications platform for each PPSNE Inc. employee at all 18 of their locations. This was incomprehensible with their legacy phone system. Other commanding features include:

- Desk top Sharing-Collaboration
- Control over remote caller outbound caller ID
- Simultaneous ring Direct Inward Dials and Cellphones
- Detailed Call Reports by Center

Momentum Telecom and Chorus were also able to minimize the auto-attendant prompts to get patients connected with a live operator as quickly and effortlessly as possible. Services are now managed by their highly-skilled, in-house IT team, saving PPSNE, Inc. thousands per month. In addition, the solution solved their previous call center capacity challenges and enables their numerous center moves.

By leveraging this custom VoIP solution, PPSNE, Inc. has seen a major increase in their productivity, they're also gaining better positioning by creating a customer service model built on professionalism.

**In conclusion, Chorus Communications was able to save PPSNE, Inc. over \$36,000 per year on their technology expenditures.**

### Future Projects

Chorus is now engaged with PPSNE, Inc. on their Centers for Excellence Data Security project with CIO's from three regions.