



# Benchmark Psychology

## Case Study

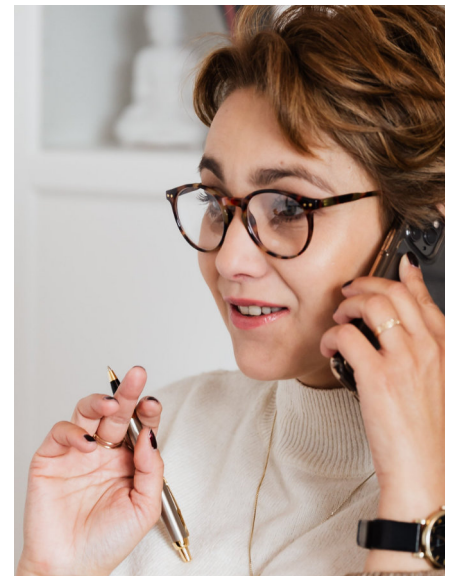
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## “FINALLY... THE PHONE SYSTEM IS OFF MY TO-DO LIST ONCE AND FOR ALL!”

Benchmark Psychology Director Aaron Frost was intent on the productivity of the telephone system in his psychology practice. The business had 14 people onsite in Eight Mile Plains plus an additional 6 people working remotely. The first solution that Aaron tried was an open based phone system.

Unfortunately, this first attempt didn't provide the benefits desired. *“It worked, but never properly. The system would throw up glitches and problems recurrently. This meant that our IT support was consistently researching how to solve these problems.”*



*“Unfortunately, we never got to experience the more advanced features because getting the basic features working took up all the time”, Aaron said.*

After an extended period of problems and inefficiencies, Aaron decided to engage a dedicated telephone system expert. This is when Aaron first spoke to Greg Eicke.

## Enter Phones Now Pty Ltd

*“The first thing that Greg and Deric did for us was to meet with our senior team and brainstorm a solution together with us”, Aaron said. “They were very responsive, asked the right questions and worked with us to get exactly the right solutions for us.”* Phones Now didn't steer us towards the cheapest or the dearest solution, but what worked for us. After they fully understood our needs, they were able to guide us to solutions that we hadn't previously thought of or been exposed to.”

Aaron said *“I'm a psychologist, not a phone guy. The approach that Phones Now takes is invaluable when it comes to getting the correct outcome for your individual business.”*



## Fast and Seamless Changeover

It took less than a week for Phones Now to submit a specification, for Aaron to have his remaining questions answered and then give the go ahead.

The first phase of the installation was a project meeting between Phones Now and Benchmark Psychology. *“The project meeting is an essential part of a seamless installation. This is where we get to help*

*our client decide on exactly how they want their phone system configured to handle all of the unique situations that are specific to that particular business”, said Greg Eicke, Owner of Phones Now Pty Ltd. “The project meeting allows us to get things 95% correct at installation. There always will be a few tweaks in the following fortnight. Our dedication to fast, efficient and unlimited support means that the*

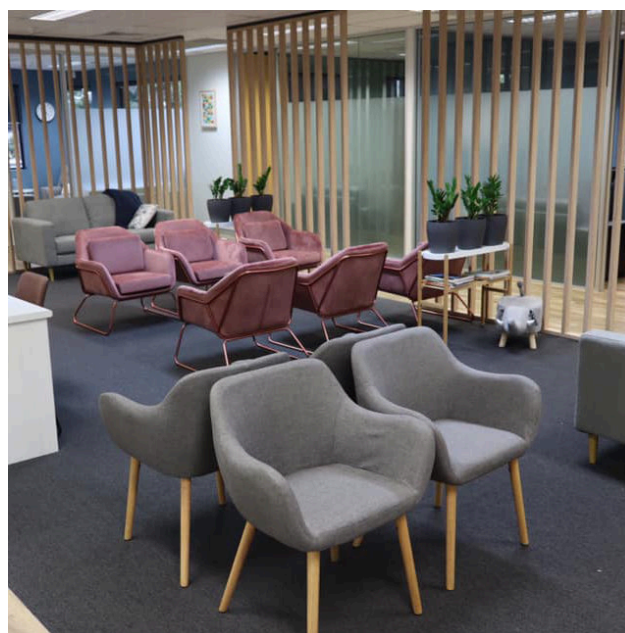


*remaining 5% of tailoring is done very promptly. Our clients are always very pleased with the outcome they receive from us."*

The day after completing the project meeting, Phones Now technicians were onsite, ready for an after-hours installation. Once the phones were switched into night mode, the technicians began changing over the phone system to a new fully tailored hosted phone system that would do

everything (and more) that Aaron required.

The technicians then returned early the next morning an hour before the phones were switched into day mode to train Aaron's team. *"The system was easy to use and very intuitive. Our people picked it up very quickly",* Aaron said. *"There was no downtime or loss of productivity during the change over period. The service from Phones Now was excellent!"*



## The Outcome

*"As for the result, the phone system is finally off my to-do list",* explained Aaron.

Benchmark Psychology now has a system that easily integrates onsite workers and people working from home. The user-friendly web console provides advanced analytics. These analytics show when the peak periods are and if there are any missed calls.

Aaron also decided to take up the Phones Now **Unlimited Support Agreement**. This means that any faults occurring with the phone system, its configuration or other network equipment supplied by Phones Now are fixed immediately at no extra cost. *"Even when there are no apparent faults, every 90 days we always make sure that we proactively examine, update and test failover setups and backup power supplies. Additionally, we back-up the phone systems programming for our **Unlimited Support Customers** every 30 days",* says Greg.

*"The Phones Now team are telephone system experts. The only way I could get the solution I was after was to deal with a company who just does phones",* Aaron said. *"The most impressive thing was that they were dedicated to solving my specific problem, not just installing another phone system. My experience was that excellence does come standard with Phones Now Pty Ltd",* he concluded.





## Dr Aaron Frost – Clinical Psychologist

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