



## Meet Dr. Abhay Bedi

*Total Connect Now*<sup>SM</sup> Case Study:  
**Bedi Dental Group selects  
Unified Office as their busi-  
ness communications ser-  
vice provider**

To see how we can deliver these results for your business please contact us at (603) 319-1046 and we will analyze your needs and provide a solution tailored for your business.

### About Bedi Dental Group:

Bedi Dental Group is a growing dental practice with four locations in central Massachusetts all within a 40 mile radius. Bedi Dental provides a full set of dental services from general dentistry, to prosthodontics and endodontics.

Bedi Dental believes that dentistry is more than a profession – it is a calling to help others. Each member of their team embodies a collaborative spirit and a dedication to doing what's right to deliver the highest quality care to their patients. Their team represents symbiosis on every level.

This aligns with Unified Office's core mission which is to help businesses solve pragmatic and practical problems by providing them with simple and elegant easy to use services that help them improve their operations, customer service, and overall operational effectiveness all designed to simplify your world. This can range from simple to use reliable high quality business communications that have built in business continuity, services that are configurable to the way in which you want to run your business to data analytics unique to your environment. The net effects of which can have profound positive impacts on both top and bottom lines of your business and customer satisfaction. All of this is delivered to you in the form of a managed service where we take responsibility for all of your Unified Office services 24 x 7.

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# All Services in One Location

COSMETIC DENTISTRY

GENERAL DENTISTRY

SPECIALTY DENTISTRY

PREVENTATIVE CARE

## The Business Challenge

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Bedi Dental was planning to expand their number of locations and to bring in more disciplines such as oral surgery and periodontics to all of their offices in order to provide a full set of dental services in each one. They also wanted to expand beyond their initial footprint and add more offices with different disciplines and specialties.

Because their dentists and dental professionals are constantly floating between offices, they needed uniformity in their communications across all offices. They needed to be able to forward calls to different locations for example at different times of the day to keep up with their nomadic workforce without having to remember different phone numbers. They also wanted to simplify the administration of their offices and patient experience with centralized staff for all of their locations and disciplines.

They were tired of having to work with different vendors in sometimes the same office let alone across their multiple locations, that were constantly pointing fingers at each other whenever there was a problem.

Before working with Unified Office their offices had a collection of different systems that included complex legacy PBX phone systems, various phone lines and phones purchased from different local phone companies and so on. They were growing increasingly tired of the poor call quality and reliability that they getting from their existing vendors and service providers along with a lack of programmable features that they could configure easily to suit their office workflow. They felt that they were paying too much for low quality unreliable services that were too complicated and inflexible to use and in many cases obsolete such that you can't find parts for them anymore for example.

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Quality of service is very important to Bedi Dental because when communicating medical information and scheduling appointments with their patients it is vital that the calls and messages come through loud and clear and that no part of the communications are lost. Business continuity is also very important to Bedi Dental. They can't afford to have an office off-line during business hours because this could cause them to potentially lose current as well new clients trying to make appointments and possibly lose business as well as suffer decreased customer satisfaction.



### **Total Connect Now<sup>SM</sup> Case**

#### **Study:**

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### **The Unified Office Solution:**

Unified Office united all of their locations on their Total Connect Now<sup>SM</sup> service managed services offering. This enabled Bedi Dental's staff to forward their existing phone numbers to wherever they were going to be on any given day. They can also use alternative devices such as iPads and smartphones when someone is trying to reach them while they are moving between office locations or when they may be working out of their homes.

The Bedi Dental staff just need to press a code on the phone wherever they are on that day and all of their calls will automatically be forwarded to their current office location and the device they are using at that location. This can be simply changed multiple times during the day, easily and on the fly.

Unified Office can also forwards calls to different locations at various times of the day according to Bedi Dental's instructions and sends them to their messaging system when no one is available to pick up or to the location and or person of their choosing. It's up to them and the workflows they wish to implement suitable to their business. This also enables both new and current patients to access valuable information even when their offices are closed.

Messaging is very important to Bedi Dental. This enables them to efficiently handle calls during the day and after hours, according to a complex schedule when open or closed. Unified Office has integrated with their Message on Hold software. Messages on Hold is a messaging service that provides detailed sales and medical messaging to dental customers. They provide very lengthy, descriptive, pre-recorded messages about the doctors, where they went to school, as well as service offerings, medical and scheduling information. Unified Office can also provide this type of service for you simply and easily should you choose to use it.

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Unified Office is integrating with the top dental CRM software solutions on the marketplace including Dentrix, Eaglesoft and OpenDental to name just a few. With this integration, when a call comes in to Bedi Dental, it will automatically call up the customer record for the caller and display their medical history, the time of their last appointment, etc.

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## The Unified Office Solution Continued:

### The Requirements of Business Quality Voice:

Unified Office believes there are three essential ingredients of Business-Class Voice: Quality of Service, Business Continuity and Superior Managed Service and Support.

#### Quality of Service

Left unchecked, voice quality can suffer from insufficient bandwidth, noise or excessive delay on the network resulting in business phone calls sounding like a bad cell phone experience. To prevent this, Your service provider must measure your network connection around the clock and use the latest technology to select the highest quality routes for each and every call.

#### Business Continuity

An interruption in phone service is an interruption in business continuity. It can result from a power outage due to severe weather, a network outage from a service provider, or even a catastrophic event such as a fire, flood or other emergency condition.

Your service provider must be able to offer maximum redundancy and be able to keep your service operating under almost any condition by providing:

- Redundant connections over the Internet and PSTN networks with automatic failover
- A backup LTE network (cellular) running in parallel with broadband service (optional)
- Automatic call routing to secondary locations (any alternate number or group of numbers)
- Daily backups of all telephone system software and configuration data

This is the only way that downtime will be eliminated or minimized, workers will stay productive and your business has a disaster recovery plan that provides continuous telephone operations for virtually any situation. Your business stays in business at all times and your revenue stream remains uninterrupted.

#### Superior Support

One of the most important ingredients of business-class service is the support team behind it. Superior support is what sets a superior provider apart from every other service provider.

This is what we are all about at Unified Office and more.