

Case Study

Building And Implementation of a Proprietary App for Teams Helps a Non-profit Organization for Health Care, Implement a Seamless SMS Experience with Customers.



Customer Overview

Customer:

A non-profit organization that provides behavioral health services through a network of 10 campuses across Southern California.

Industry:

Health Care

Profile:

The group has been providing care and support for children, families, and adults since 1902.

Services:

Microsoft Teams Phone System
Teams Text Application

Business Need

Over 500 of the organization's employees depend on voice call and SMS use for providing mental and behavioral health care. Nowadays, its operations largely depend on the use of SMS and group chats for scheduling, reminders, support groups, crisis text lines, and text therapy. Generally dissatisfied with its hosted VoIP platform and faced with growing issues within its former SMS app, the organization chose to migrate from its previous provider to Microsoft Teams. Synoptek, Sycamore's managed service provider, enabled the migration with the primary goal of establishing a future-proof unified voice and text service configured for a modern workplace.

“Really what we've seen and what we've heard from folks providing care in our community is that the primary mode of communication is texting. For our youth, texting has become our norm.”

- Ezra Evangelista, Vice President of Sycamore's Technology and Business Process

Customer's Challenge

Prior to the transition, many Sycamores' employees were already relying on Microsoft Teams to communicate with their customers. As a nonprofit organization, Sycamores was eligible to obtain

Microsoft licensing at a discounted rate of up to 75%, and according to a 2021 study conducted by Forrester Consulting, organizations like Sycamores average a three-year return on investment of 132% after implementing Microsoft Teams Voice solutions.

Because Sycamores' previous contract was approaching its termination date, it was vital that the migration to Teams be completed on a tight timeline.

Synoptek's Solution:

Through mass deployment and adoption, Sycamores' 500+ users migrated over to Microsoft Teams Phone System before the target deadline. To meet Sycamores' need for a seamless SMS experience, Synoptek's desk team built and implemented a proprietary app for Teams to meet the organization's unique needs.

The custom application for texting within Teams features one-to-one messaging, broadcasting, group messaging, SMS, MMS, new message notifications, and emojis.

Now, with the availability of this application, all clients have access to a unified voice and text service.

Synoptek offers a wide range of IT infrastructure, management, and support to meet the changing needs of each client in a rapidly evolving technological world. Synoptek's breadth of services offers organizations, like Sycamore, a one-stop shop for all of their IT needs and a partnership in growth.

“By consolidating down, we were hoping to be able to have one cost as opposed to paying for two systems that did similar things,”

- Ezra Evangelista, Vice President of Sycamore's Technology and Business Process.

Business Benefits

Microsoft Teams offers a single hub of workforce productivity which simplifies service delivery by providing the user base with a single pane of glass experience. It simplifies the entire IT environment into one elegant solution for all of its communication needs. Microsoft's Voice solutions streamlines business processes, reducing the time spent conducting phone calls up to 1.25 hours a week per employee, projects Sycamores' 500+ users to gain over 625 hours of weekly time savings.

“I really wanted to do everything in our power to make that timeline. I know that every tech project, and most projects in general, don't necessarily make their deadlines, If we hadn't made the deadline, it would have cost us about a quarter million dollars.”

- Ezra Evangelista, Vice President of Sycamore's Technology and Business Process.

About Synoptek

Synoptek delivers accelerated business results through advisory led transformative systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.