



NetSuite TAPI Phone Integration

"The entire Explore team provided me with a high level of creativity, professionalism and support as I strove to full implementation of NetSuite. Explore added a great deal of automation, from telephony solutions to web integration to ease of use solutions. I enjoyed working with their team and am pleased to offer this recommendation for Explore Consulting."

-Laura Hale, Corporate Compliance Officer, AIGB

Background: AIGB (American Institute of Gastric Binding), creator of True Results, is an industry-leading network of physicians, healthcare professionals, surgical centers, support resources and aftercare specialists dedicated to the comprehensive treatment and care of the LAP-BAND ® surgery patient.

Issue: AIGB maintains a national call center which handles a high volume of daily phone inquiries. These prospective patients are referred by a number of regional doctors and clinical partners, as well as a wide variety of marketing campaigns and partners each using a different toll-free phone number. The call center needed to manage several challenges, including tracking the incoming phone number (marketing campaign response), recording caller information all while still processing calls rapidly. Since prospective patients often call more than once, they wanted to eliminate creation of duplicate Lead/Patient records.

Solution: Explore Consulting developed a modular and easy to manage TAPI (Telephony Application Programming Interface) .Net application that integrates AIGB's digital phone system with their NetSuite account. Incoming calls trigger the application in a pop-up which captures the Caller ID (CID), the Direct Inward Dialing number (DID), the call center user's extension, date/time stamps and creates the corresponding database record.

The application searches for and updates the existing Lead/Patient record in NetSuite or initiates a new Lead record if one is not found. Key marketing tracking data is saved with the Lead record and a detailed Phone Call tracking record is also created automatically. A call center operator can then apply additional notes or appointment information.

Results: With the TAPI integration solution developed by Explore, call center operators are no longer burdened with searching for existing Lead/Patient records within NetSuite, creating new Lead and Phone Call records or unnecessary data entry. This allows for more focused delivery of patient service, reduced call times and maximized call volume throughput. More accurate business intelligence is captured allowing for more finely tuned marketing efforts. Phone Call record reports provide valuable insight which leads to shorter, but more successful call handling. A more accurate

Lead/Patient database reduces systems management overhead and ultimately enhances the ability to provide patients with better, more comprehensive service.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 8 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Not only is Explore a licensed reseller of the NetSuite product suite, but an experienced NetSuite implementation and integration partner. Whether you are looking for assistance with your NetSuite purchase

and implementation or needing to integrate your NetSuite account to any external data source with our industry-leading CloudConnect™ service, we are your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility. While NetSuite can run most businesses using out-of-the-box functionality, we're experts on adapting the product to meet your specific business requirements. Explore Consulting was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the third year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 5-time NetSuite Star Performer and is well recognized as a leader in integration and mobile solutions for NetSuite. For more information, visit www.exploreconsulting.com.