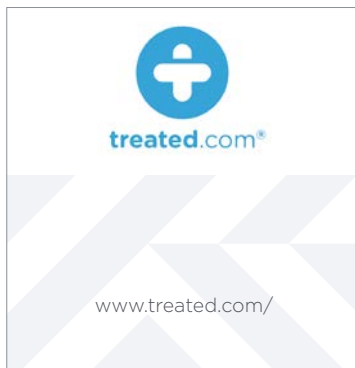


Treated.com Supports Patients Across Europe with Cloud Solution



Launched in the UK in 2015, Treated.com offers online doctor and pharmacy services today in ten European countries. Patients from all over Europe can consult with healthcare practitioners about lifestyle treatments and renew prescriptions for existing medications. Medicines are dispensed either from the Treated.com pharmacy in the UK and sent to patients by tracked courier, or from partner pharmacies based in the EU.

Treated.com is focused on providing a complete a package of care to patients. This starts with the patient seeking treatment or guidance for a medical issue online and continues with the provision of advice from a medical practitioner, who prescribes medication where appropriate.

Treated.com's business was growing. Avaya arrived on the scene to help leadership deal with growth challenges. And...it became quickly apparent that the firm could do better than their legacy cloud communications solution, and benefit from a more cost-effective and innovative solution from Avaya.

"We considered a number of cloud options," said Inayat Omarji, Treated.com's Operations Director. "Avaya was able to offer the best solution for what we were looking for."



Challenges

- Costly existing cloud solution
- Business growth created challenges
- Difficulties ramping up agent capacity rapidly

Value Created

- Costs reduced with innovative cloud platform
- Flexibility of new cloud platform addresses growth challenges
- Ability to increase agent count with speed

“Call routing, better compatibility, remote working capacity, and the function to transfer calls in house – they were all features that we found appealing. In addition, we were won over by the hosted system model, as it didn’t require much pre-installed hardware, and therefore came with no big upfront costs. Compared to a server-based system, the hosted system gives us much more flexibility.”

Avaya Knows Remote Work

“We have standardized on the Powered By Avaya IX solution. This new cloud we use works well not only for contacting patients across different European countries, but it also easily allows our representatives to work remotely from anywhere in the world.”

The ability to bump up contact center agent counts rapidly by hundreds of seats to accommodate customer requirements was especially appealing.

Scale, flexibility, capabilities and reliability will be more important than ever as Treated.com is planning to launch a new innovative service for the UK’s National Health Service (NHS).

“We pride ourselves on not being just a purely transactional provider,” says Omarji. “Patients using our service can expect to receive follow-up advice and after care suited to their specific needs.”

“Powered By Avaya IX greatly increases our capacity to deliver a superior, reliable and efficient customer experience.”

- **Inayat Omarji**, Treated.com's
Operations Director

“It's essential for patients to be able to converse with a healthcare professional through our systems,” says Omarji. “Powered By Avaya IX greatly increases our capacity to deliver a superior, reliable and efficient customer experience, by allowing calls to be made to patients in different countries clearly and without the connection dropping.”

Transferring calls between departmental locations is a snap, and the senior management team loves the Avaya IX Workplace mobile capabilities when traveling to different countries to meet with solution providers—making them fully accessible by head office.

Avaya Knows Growth

“Metrics are important to us and will be even more so as our business continues to grow,” observes Omarji. “Within our NHS service, which is due to launch very soon and will carry a significant volume, we will be utilising metrics very much to help us assess performance and customer experience KPIs.”

“We are very happy with Powered By Avaya IX,” remarks Omarji. “Avaya has provided us with an attentive service. Since the beginning, Avaya understood our needs, and the package we got was not only better and more versatile, but also has a better ROI compared to other providers we've used previously.”

Powered By Avaya IX has proven to be the right prescription for Treated.com's continued growth and success in the market.

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- Inayat Omarji, Treated.com’s Operations Director

Solutions

- Powered By Avaya IX

About Treated.com

Treated.com is an online clinic offering consultations, prescriptions and medicines all in one place, with next-day delivery & repeat prescriptions. Treated.com supplies treatments for a range of conditions, including chronic diseases, acute illness and other health conditions.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we’ve enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we’re committed to innovation, partnership, and a relentless focus on what’s next. We’re the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.