

RXNT ADOPTS NEW CRM AND OMNICHANNEL TECHNOLOGIES,

Establishes Air-Tight Customer Support Protocol

WHO IS RXNT?

RXNT offers award-winning software tools for outpatient and ambulatory healthcare organizations of all shapes and sizes. This includes e-prescription, electronic health records (EHR), practice management, and billing solutions, among others. Their mission is simple: to provide high-quality, cost-effective solutions to healthcare providers, so they can focus on patient care.

Although RXNT's mission is simple, their industry is anything but. Modern healthcare technologies are notoriously inflexible, disorganized, and difficult to use due to the volume and complexity of patient data. With a number of feature sets and deployment options to choose from, RXNT is a breath of fresh air in a marketplace full of clunky healthcare technologies. Their solutions are designed to eliminate paper record systems, improve compliance protocol, and streamline individual clinician or organization-wide processes.

But top-notch products are not the only thing that makes RXNT an industry leader. They are also dedicated to unmatched customer support and client education. They are more than a software company — they are a team of healthcare IT experts who advocate for better patient data, better clinician practices, and ultimately, better healthcare for all.



COMPANY TYPE

SaaS Company & IT and Services Provider

HEADQUARTERS

LOCATION

Annapolis, MD

SIZE

75 employees

TECHNOLOGY STACK

BEFORE BRAINSELL

Salesforce.com, JIRA, WalkMe

TECHNOLOGY STACK

AFTER BRAINSELL

SugarCRM, Zendesk, JIRA, HubSpot, Pendo.io, Aha!

CRM Do-Over



Choosing the Better Fit

Popular products aren't always better for your business. RXNT originally implemented Salesforce.com (SFDC) as the CRM for their sales team, but quickly found that the cost outweighed the benefits. The leadership team realized they needed a CRM to better match company size and budget without sacrificing functionality.

During RXNT's search for a new solution, they discovered a blogpost on the BrainSell website comparing different CRM platforms. BrainSell's objective analysis and breadth of products stood in stark contrast to other consulting firms and value-added resellers who seemed to be pushing specific products.

After several consultations and demos with BrainSell account executives, RXNT decided on SugarCRM for its affordability and functionality. Sugar offered all the same core features they valued in SFDC — such as contact and opportunity management, lead and sales pipeline tracking,

custom reporting, dashboarding, outreach and process automation, and workflow management — but for less than half the price of SFDC.

FROM THE SOURCE:

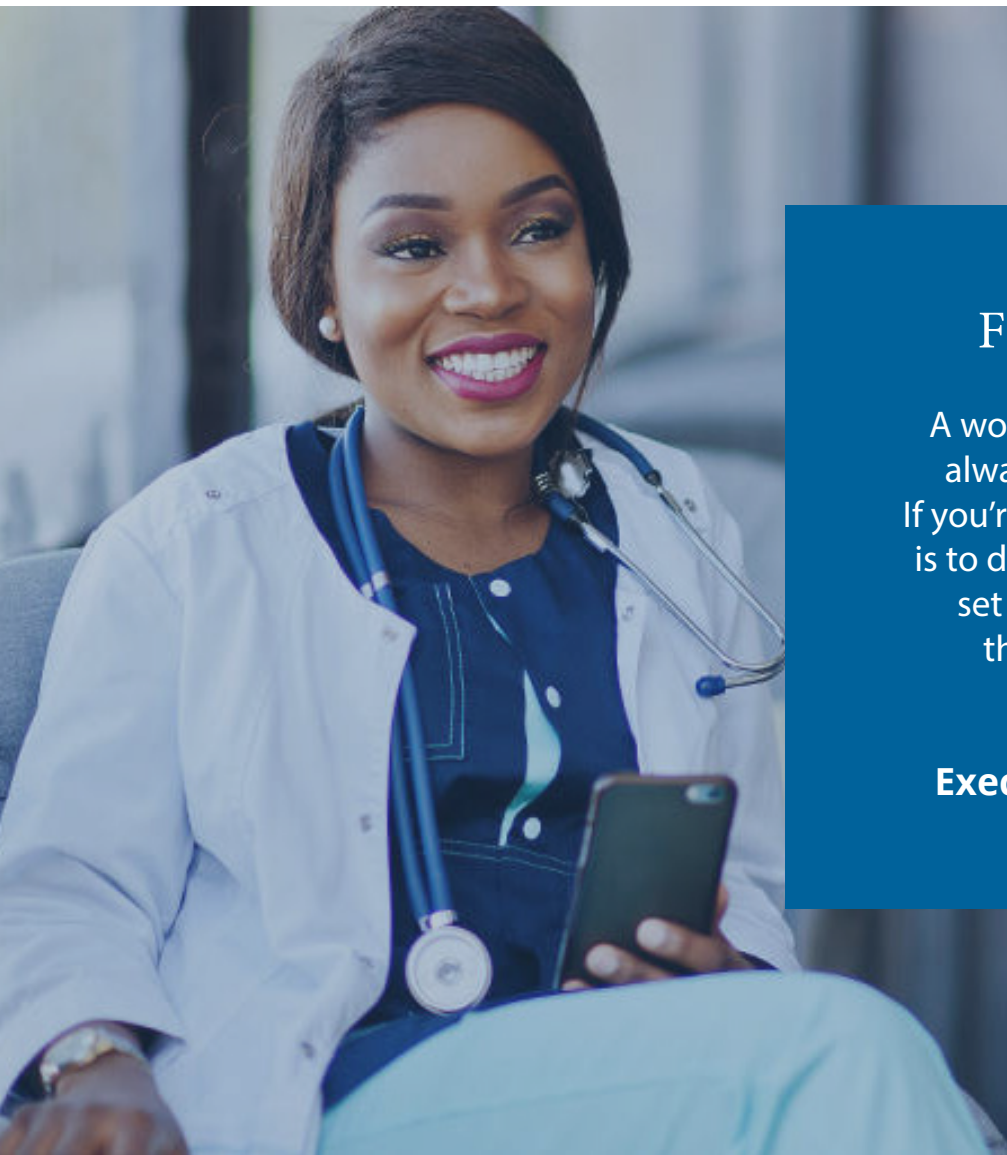
Customers desire full transparency and frequent communication about issues and opportunities. Zendesk's omnichannel functionality allowed for this kind of service.

**- Brad Estes,
Executive VP
of Operations**

After BrainSell helped RXNT implement the new solution, they shifted their understanding of CRM as a sales-specific departmental solution to a company-wide customer data tool. They integrated it with their in-house custom administration application (which sits at the front end of their system), along with several other tools and platforms to make their data more consistent across the system.

The results were substantial. Employees were much happier with Sugar than with SFDC. They felt it was simpler to use, had a more streamlined interface, and was easier to customize. Customer data was more well-rounded and up-to-date. The leadership team used it to gain a better view of company-wide strengths and weaknesses, while the sales and marketing teams used it as a customer information reference tool for client calls and internal meetings.

However, this CRM do-over uncovered a gaping hole in RXNT's process: they didn't have a customer support protocol.



FROM THE SOURCE:

A word of advice: baby steps isn't always the best way to change! If you're going to take a leap, the key is to do your research, make a plan, set your goals, and make sure that everyone is on board.

Brad Estes,
Executive VP of Operations

BUILDING ROME IN A DAY

RXNT's Robust Omnichannel Technology Stack

With no established client support process, RXNT searched for answers to their support problems. BrainSell customer success managers encouraged them to take a look at a few customer support and help desk software solutions — in particular, Zendesk.

BrainSell poured their research efforts, information resources, and vendor selection services into answering all of RXNT's questions about Zendesk. They worked together to address every item on RXNT's list of must-haves, which included full integration capabilities, an omnichannel communication platform, and a clear-cut plan for adoption.

RXNT implemented Zendesk **in just three months**. Zendesk was integrated with all RXNT's platforms — including SugarCRM — and the team underwent product and strategic training. Employees were trained by BrainSell's in-house Zendesk expert consultants and customer success managers in the new support process and industry-standard customer support best practices.



The benefits of implementing Zendesk were realized almost instantly. Simple support duties – password resets, customer information maintenance, distributing tokens to customers – are now extremely easy to carry out. RXNT built a self-help platform and knowledge base for clients (one of Zendesk's out-of-the-box functionalities), which drastically reduced the number of support emails and phone calls.

On top of this, almost all outreach and communication are automated. For instance, when a ticket is closed, clients are automatically updated and sent a post-service survey. No more calendar reminders or post-it notes.

RESULTS, RESULTS, RESULTS

- Streamlined customer support process
- Fully functional live chat, email and phone channels
- 18-minute or less response time on all channels
- 575-600 tickets closed per week
- No carry over tickets
- Average of 1 missed outreach per week
- Customer satisfaction rate is 90%



A NEW LEAF

Becoming Customer Service Heroes

With a solid foundation omnichannel support technologies, new internal processes, and a connected CRM, RXNT continues to evolve into a more support-centric company. Beyond the immediate benefits of adopting SugarCRM and Zendesk, there were a number of additional benefits that they didn't anticipate.

First, they learned to be more proactive and preventative. RXNT now has the intel needed — support records, correspondence, customer journey, etc. — to personalize solutions and support services for clients that require a little more hand-holding. They now identify clients that need help before disaster hits. If a customer has called about the same recurring issue several times, they flag that customer and dig deeper into the issue. This allows them to offer more thorough support services, but also helps them identify problem clients. Sometimes clients are off the mark. And if they are, it's their job to help clients adjust their practices or reevaluate if clients ready to adopt RXNT products at all.

Secondly, RXNT's volume of support work has gone up since adopting new business technologies. This might not seem like a benefit, but it's an indication that they now have the data and tools needed to handle increased work more efficiently. This performance improvement has built a standard of trust among clients and led to increased engagement and requests — thus, the volume of support work has increased as well.

But RXNT doesn't mind the extra work. In fact, they see it as an indication that they've closed a hole in the process. With more visibility, more capabilities, and a newly-energized work force, they are ready to tackle the future of healthcare technology.

FROM THE SOURCE:

Things aren't always what they seem. Maybe clients aren't getting the training they need, aren't using their tools correctly, or have a more complex problem than we thought. Now we can look at the data in Zendesk and Sugar directly and ask ourselves, "What's really going on here?"

**- Brad Estes,
Executive VP of Operations**

“

BrainSell was a key part of our transformation.

If we needed help or advice, they had the right resources to provide us. We really trust their understanding of our products and services – and of RXNT as a whole.”

– Brad Estes, Executive VP of Operations




ABOUT BRAINSELL

BrainSell helps companies thrive by solving business challenges with expert guidance and best-of-class technology. We have offered unbiased software selection, implementation, support, and consulting services to clients of all sizes across North America for over 25 years.

Our methodology involves helping clients identify the clearest areas for potential improvement in their processes. If technology can help you, then the BrainSell team can guide you on your path to business growth.

Looking into CRM or Customer Service technologies?
Contact us to learn more!

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