



## Case Study | Pleio Health Inc.

### AT A GLANCE



www.pleio.com  
Industry: Health and Wellness  
Location: Belmont, Massachusetts  
Type: Privately Held  
Founded: 2007

#### Challenges

- Unreliable network and poor call quality
- Integration with existing systems
- Competitive pricing for unique business model

#### Product

- AireContact Cloud Contact Center

#### Results

- Gained trustworthy network solutions with high call quality and reliable coverage
- Easy and simple integration into proprietary CRM
- Cheaper and more reasonable phone bill

### Customer

Based in Massachusetts, Pleio Health Inc. is a leader in medication adherence services. Employing 100 agents, the team at Pleio Health Inc. has utilized outbound calling, emails, and text messages to help patients from all over the United States follow their medication regimens, improving the lives of thousands. As a key healthcare support company with a decade of experience, they provide a critical service to a demanding and vulnerable customer base.

Thus, it is imperative that the agents at Pleio Health Inc. are fully connected to the patients they service through a reliable and powerful contact center system.

*"If we don't have a reliable outbound calling infrastructure, we go out of business."*

**Mike Feldman,**  
VP of Technology at Pleio Health Inc.

### Challenges

#### Reliable Network

Before adopting AireSpring's AireContact software, Pleio Health was experiencing offline calls and instances of poor and shoddy connections. Therefore, it was their first priority to enlist a contact center solution that was backed by a powerful and well-connected network.

#### Seamless Integration

Pleio Health Inc. partners with several pharmacy chains with which they share joint patients. Pleio's CRM draws patient information from the various databases at each pharmacy for Pleio's agents to access on a single, familiar interface. Thus, as a requirement for installing outbound calling functionality, Pleio needed a contact center software with an API that was robust enough to integrate into their proprietary CRM without changing the basic user interface.

#### Rates that Make Sense

AireSpring was able to deliver a competitively priced solution that met their operating requirements, and enabled them to save more money than their prior vendor.

"AireContact technicians, who I know fondly by name, have worked hard to fix any of our issues. They have been really helpful in getting us going and making it a success. This was really nice for us."

## Solutions

AireSpring's AireContact software provided a viable solution to the unique challenges Pleio faced.

### AireSpring's Powerful Network

With the largest nation-wide footprint, AireSpring delivers powerful and reliable network connections across the entire United States. This unique meshed network of over 14 top tier underlying carriers allowed AireSpring to address Pleio's connectivity requirements with ease. By adopting AireContact, Pleio Health Inc. directly benefited from its well-established network.

### AireContact's Robust API

AireSpring's technicians and robust API made integration of AireContact into Pleio's proprietary CRM simple and easy. Unlike other contact center software which require multiple windows to operate, AireContact could be incorporated into the Pleio Health system without their agents noticing. For the agents, their CRM interface remained the same, but underneath, AireContact's API was working to connect them to their patients. Dialing directly into their CRM, outbound calls are routed to AireContact, which calls the end users and adds features and functionality like call forwarding, call recording, and more.

## Unexpected Benefits

AireSpring's AireContact software solved Pleio Health's primary contact center concerns.

Priding themselves on customer service, AireContact engineers took extra care to set up Pleio Health's system. Their team of expert technicians are available late into the night to help install, modify, and fix any issues that AireContact users may encounter.

Pleio Health was blown away by AireSpring's level of care and attention, noting that it was "above and beyond customer service."