



Engage, Incorporated Case Reference

Engage Hosts Communication and Web Services to Facilitate Genox, Inc. Growth.

“As an Internet driven organization, we have found Engage hosted solutions and services provide the reliability and growth we require while enabling a positive experience for our clients.”

Rod Johnson, VP of Sales and Marketing,
Genox Inc

Customer: Genox Inc

Web site: www.genoxinc.com

Customer size: <\$2MM Annually

Location: Atlanta

Industry: Medical Technologies



Customer Profile:

Genox Inc. is committed to providing cutting edge medical equipment for developments in both conventional and alternative medicine. We specialize in hyperbaric medical technologies and products for both personal and clinical use.

About Engage, Incorporated:

Engage, Incorporated, a Microsoft Gold Certified ISV software and hosting partner, develops custom software solutions and integrated solutions extending Microsoft Dynamics software products. Engage's premier product, ASAP.Net Commerce Suite, enhances Dynamics applications (GP, CRM, others) with integrated eCommerce, Contact Center and online payment solutions; delivering workflow, web Analytics and optional VoIP/Unified Communications for online services.

The Challenge

Genox Inc provides portable and monoplace hyperbaric chambers. Hyperbaric Oxygen Therapy (HBOT) is a painless procedure in which a person is exposed to increased pressure, thus allowing greater absorption of oxygen throughout body tissues. This increased pressure allows more oxygen to reach the cells within the body therefore contributing to the many healing and therapeutic benefits. Though the concept of hyperbaric oxygenation has been in existence as early as 1662, its popularity and utilization has risen dramatically over the past few years because of its heightened awareness of medical benefits.

Due to increased market demand, Genox Inc faced a need to expand. Beyond the requirement for additional staff, Genox utilized different organizations to provide web site hosting, email hosting, and communications. Additionally, the increasingly higher number of client interactions was being managed manually.

Engage was contacted to assist with the seamless integration of additional staff, the operational efficiencies that needed to be address, anytime and anywhere availability to clients, and optimizing lead tracking through account management.

The Solution

While one particular service is not unique in and of itself, the blending of a number of solutions can either make or break a business model for many. For Genox, immediacy, flexibility and accessibility are critical in answering the needs of the medical and patient communities that they serve.

Web Hosting

Genox works with both patients and clients locally, nationally and world-wide depending upon their medical and health needs. In order to reach, educate and convert these potential customers into active customers, Genox needed web hosting services. The Genox site provides educational material, return on investment information, and the ability to request quotes and additional detail via webforms that are tied into email routing. Since patients and doctors are usually inquiring about very timely, sensitive and personal issues, it is critical to provide accurate, accessible and easily updated and maintained information.

Microsoft
GOLD CERTIFIED
Partner

ENGAGE
INCORPORATED

Genox Case Reference continued



Customer: Genox Inc

Web site: www.genoxinc.com

Customer size: <\$2MM Annually

Location: Atlanta

Industry: Medical Technologies



Customer Profile:

Genox Inc. is committed to providing cutting edge medical equipment for developments in both conventional and alternative medicine. We specialize in hyperbaric medical technologies and products for both personal and clinical use.

Email

Tied in to the available web forms on the site for inquiries, contact and questions, Genox has email services that are specialized for their business model needs. Many of Genox's clients have specific needs or conditions, or are requesting help in locating very specific equipment, so routing the email to the right person in the right amount of time is critical for the patient, Genox and the final delivery of necessary equipment.

Hosted Unified Communications

Similar to their needs with web hosting and email, the absolute necessity of always being accessible regardless of location or phone is ever present. Genox work is typically handled in transit, looking for the appropriate equipment, meeting with doctors, installing and training customers on their purchases, and working to build larger networks. Immediacy and accessibility are a must when your business, communications, personnel and clients are all quite mobile yet still maintain critical and time sensitive communications needs. Location someone, determining if they are available, and routing calls intelligently are essential.

CRM

Customer Relationship Management is being used by Genox to assist their high-touch, high-availability market with critical and essential detail based on client confidential information. Providing chambers and equipment is one step to a client's wellbeing, but providing additional tips, tricks, suggestions and approaches to maintaining their level of wellness creates a life-long Genox customer. CRM is used to build marketing campaigns, reaching patient and doctor populations for both condition information and updates on Genox or equipment developments, and building a community of support and wellness.

The Benefits

Genox was able to embrace its growth and enhance its operational efficiencies through the deployment of a comprehensive solution from Engage. The applications and processes put into place have driven increased revenues while reducing cost while the connectivity to tools and collaborative communications increased their client interaction throughout the sales cycle. With Engage services and support, Genox believes it has a partner for growth.

