

CASE STUDY:
Operational Efficiency / EMS



SouthStar EMS Resolves Inefficiencies with Immediate, Two-Way Communication

Located in Augusta, Georgia, SouthStar EMS is a highly skilled private medical transport service and accredited member of the General Transportation Administration.



The Challenge

When SouthStar EMS approached Zipit in 2015, dispatchers and field crews were using push-to-talk devices and radios for their two-way communication needs. Unfortunately, the devices were unreliable and the radio time spent on internal communication slowed performance, preventing dispatchers from taking additional incoming calls from customers. Because their existing devices did not report message status information, dispatchers and crew teams couldn't be certain that messages were being received, acknowledged, and acted upon.

In addition, disparate systems required dispatchers to radio crews to verbally convey operational updates, causing potential transcription errors.

Due to these inefficiencies, overall operations and customer service suffered. SouthStar realized that an alternative system was needed to make internal communication more reliable, to streamline operations, and to reduce opportunities for human error.

SouthStar EMS

- Provides Critical Ambulance Services, Local and Long Distance Transport
- Augusta, Georgia
- Accredited by General Transportation Administration

Challenge

- Unreliable PTT (Push-to-Talk) devices
- Inefficient radio communications
- Message delivery uncertainty

Solution

- Zipit Enterprise Critical Messaging Solution

Results

- 40% Reduction in overtime costs
- 66% Increase in accepted calls per truck per day
- Eliminated 90% of voice communications in dispatch center
- Average of 10 minutes saved per transport

“When they get on-scene, crews can immediately notify dispatch if there is a hold-up of any kind: dispatch then calls the facility and resolves that issue as soon as possible.”

JOEY KNOWLES

IT Manager for SouthStar EMS

The Solution

The Zipit Enterprise Critical Messaging Solution was seamlessly integrated into SouthStar's existing CAD (Computer Aided Dispatch) system. Zipit devices were deployed across the organization as well, enabling dispatchers and field crews to communicate back and forth in real time. Now, there is constant communication between internal and external teams, with dispatch always knowing crew status and crews being empowered to put down the radios.

Since deploying the Zipit solution, SouthStar has even received positive feedback from customers that have taken note of the less disruptive means of communication. As Joey Knowles, IT Manager for SouthStar EMS explains, “Some of the facilities we deliver to have noticed that we are much quieter when we come into their buildings, and they like that. We don't disturb their staff or patients when we come in anymore.”

The Results

Within 30 days of adopting the Zipit solution, SouthStar EMS saw a tangible return on investment.

SouthStar's Results:

- ▶ 40% reduction in overtime costs
- ▶ Average time savings of 10 minutes per call
- ▶ 90% reduction in voice communications in the dispatch center
- ▶ 66% increase in accepted customer calls per truck, per day
- ▶ Substantial reduction in transcription errors through the direct integration with SouthStar's existing CAD system

Because Seconds Matter.™

The Zipit Enterprise Critical Messaging Solution was designed to support rapid response teams that make important, time-sensitive decisions—every day. It notifies users of urgent messages quickly and, even more importantly, enables teams to get the timely information they need to make the most informed mission-critical decisions when it counts.

To find out more about how our solutions can impact your business, visit:

www.zipitwireless.com

