



case study

## Zoom Phone: 'One App Makes a Big Difference' at Albany College of Pharmacy and Health Sciences

Established in 1881, Albany College of Pharmacy and Health Sciences (ACPHS) has played a vital role in producing the next generation of scientists, lab technicians, biologists, and doctors to explore the frontiers of science and medicine.

With campuses in Vermont and Albany, New York, ACPHS offers students a wide variety of programs and courses, such as pharmaceutical sciences, cytotechnology and molecular cytology, microbiology, and clinical laboratory sciences. This gives ACPHS students the experience they need to push the boundaries of science while also providing the skills to secure a successful career.

### Challenge

Between its two campuses, ACPHS has a large network of students, researchers, and faculty that are in constant communication. With so many internal and external stakeholders collaborating on a daily basis, ACPHS required a communications infrastructure that could provide unrivaled flexibility and agility.

Although ACPHS had implemented Zoom's video conferencing solution to provide reliable and dynamic virtual collaboration, the college's legacy phone system couldn't provide the functionality or reliability that faculty and students needed.

"We were using a hybrid PBX, and it was very clunky," said Darb Fitzgerald, ACPHS' Director, Network & Telecommunications.

"Everyone was tied to a desk phone, and the equipment kept failing on us. From the day we put the system in, we said to ourselves, 'Man, this is a really basic phone system.' People were asking for call forwarding and wanted more of the basic functionality that modern cell phones can offer. And our phone system couldn't provide that."

ACPHS also supports a large number of remote workers, and its limited phone system made it very difficult to support them.



### Albany College of Pharmacy and Health Sciences

**Founded:** 1881

**Headquarters:** Albany, New York

**Industry:** Higher education

**Challenges:** Lack of agility, reliability, and flexibility with legacy phone solution; limited feature functionality; significant management of on-premises system

**Solution:** Zoom Phone

**Business Benefits:** Increased agility, reliability, and flexibility in communications; more features and self-service functionality; reduced on-premises phone management

**"I don't get support calls from The Office of Institutional Advancement anymore. They go to the portal, and they set up their office phone or choose to forward those calls to their cell phone. It makes them a lot more nimble now."**

**– Darb Fitzgerald**

*Director, Network & Telecommunications, Albany College of Pharmacy and Health Sciences*

“We have a lot of telecommuters now within the organization,” Fitzgerald said. “And our phone system wasn’t cutting it. The Office of Institutional Advancement does a lot of traveling, and they would constantly be calling to change settings on their phone because they planned on being out of the office.”

## Solution

ACPHS decided it had to implement a more reliable and functional phone system. Based on the positive feedback they had received from students and faculty from both campuses about Zoom’s video performance, Fitzgerald and his team moved to evaluate Zoom Phone.

After a free trial and putting it through various stress tests, Fitzgerald and his teams knew Zoom Phone was its answer. Due to the complexity of the migration, Fitzgerald and his team sought out the help of Zoom’s Professional Services Organization (PSO), which helped the college make a smooth and speedy transition to its new phone solution.

“Once we decided to implement Zoom Phone, we had Christine and the Professional Services team help us out, and the whole process went very smoothly,” Fitzgerald said. “We had more than 450 numbers to port over from across three locations. I had scheduled out the whole weekend and part of Monday to get it done. But the PSO team and Zoom’s porting experts were able to get it all done in a single day, so it went a lot smoother than I thought it would.”

Once ACPHS had implemented Zoom Phone, administrators and other faculty noticed that the solution reduced much of the workflow friction they had with their previous solution.

“One of our favorite features is the ability to set up call queues,” Fitzgerald said. “If our receptionist gets pulled away from her desk and the phone rings, it automatically rolls over to the other members of the queue. And now we can have people doing triage routing when a person calls in looking for someone. Our admins can just dial the

three-digit extension associated with that department and all the names in that department come up. They just choose the right name and forward that call on. It’s much easier than our old system.”

Zoom Phone’s intuitive and feature-rich portal also allowed faculty to manage their own phone lines, which reduced the workload of ACPHS’ IT team and gave their remote workers greater agility and flexibility.

“I don’t get support calls from The Office of Institutional Advancement anymore,” Fitzgerald said. “They go to the portal, and they set up their office phone or choose to forward those calls to their cell phone. It makes them a lot more nimble now, which is big because they’re doing a lot of fundraising for the college, and being able to communicate with one app makes a big difference.”

Implementing Zoom Phone also allowed ACPHS to improve the safety of its faculty and students. Zoom Phone’s robust emergency calling features gave the college the opportunity to create a more substantial emergency response infrastructure and get its faculty and students help as quickly as possible.

“One of the big reasons we have phones in each laboratory and classroom is in case of an emergency call,” Fitzgerald said. “Whenever an emergency call is made from one of our locations, it alerts the emergency responders, but it also sends an email to our public safety officers on campus. The email tells them where, when, and who made the emergency call so they can get there as quickly as possible. An email is also sent out to administrators at other campuses to keep everyone in the loop.”

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Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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## Results

Zoom Phone allowed ACPHS to provide its faculty with greater flexibility and agility while also creating a safer, more secure environment for everyone on campus. ACPHS was also able to reduce the friction that users experienced in their workflows, creating a more effective and productive faculty.

“Our financial office uses Zoom, our registrar’s office uses Zoom, our reception areas use Zoom ... everyone really seems to love the Zoom desktop application,” Fitzgerald said. “I check in on things every once in a while and ask them how things are going, and they say, ‘Oh, this is great. I can do this, I can do that. It just makes my life so much easier.”

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