

Cheelcare | Case Study

Location: Canada

Industry: Healthcare equipment

Cheelcare develops and produces innovative mobility devices using advanced robotics. Their product line includes award-winning power assist systems, wheelchair accessories, and their own Cheelcare power chairs. Their mission is to radically improve quality-of-life and independence for people with physical disabilities.

cheelcareTM
exceed your reach



MightyCall

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Cheelcare needed to scale their phone system quickly when their sales increased. They didn't have to spend a lot of time on finding the right option, as their marketing director, Alex Laurin, had used MightyCall before and knew it was the right decision to use it again.

Before the Cheelcare team started using MightyCall, they couldn't:

- ✗ route the calls to the team members who work remotely
- ✗ organize their customer communications in one place
- ✗ send SMS and MMS from their business number

What changed after Cheelcare implemented MightyCall?



Advanced call routing

After Cheelcare ported in their business number to MightyCall, they could finally route calls directly to someone in a car, out in the field or working from home. With this, a landline stops being a barrier since it's then possible to make or receive calls from any location. This **leads to advanced team flexibility and improved customer communication.**

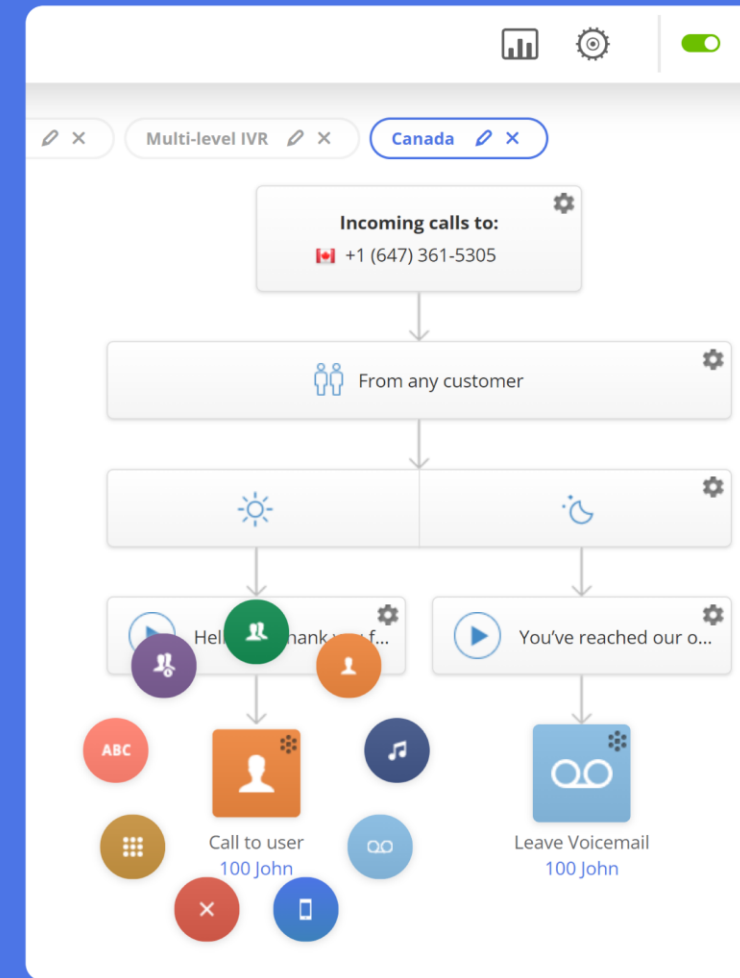
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The number one problem that MightyCall has helped us solve is being able to effectively route calls to both our officers and our remote workers.

"



Alex Laurin,
Marketing Director at Cheelcare



Call log

MightyCall's Journal allows Cheelcare to keep all their customer interactions like calls, messages, voicemails and voicemail transcriptions in one place **so the Cheelcare team can keep track of what has and hasn't been handled.** The team members can leave notes on each call. With filter options, finding the exact call or text received is easy, so no call, voicemail or message goes unnoticed.

The screenshot displays the 'Journal' interface with two tabs: 'Calls & Voicemails' (selected) and 'Texts'. The interface includes a sidebar with navigation icons and a main content area with a table of call logs. The table has columns for 'LAST 30 DAYS', 'CLIENT', 'NUMBER/WIDGET', and 'AGENT'. The call logs are organized by date, with entries for 'Today' and '24 jul 2022'.

INBOUND:	OUTBOUND:	LAST 30 DAYS	CLIENT	NUMBER/WIDGET	AGENT
Today					
12:12 PM	INBOUND		Noah Crow +1 832 955 0922	LA +1 213 647 2453	Peter Rock
07:54 PM	INBOUND		Alice Fox +1 334 463 8014	Toll-Free +1 888 708 2096	Leo Forger
24 jul 2022					
10:18 PM	INBOUND		Audrey Davis +1 650 250 0005	NY +1 332 213 9228	Jessica Hawk
09:33 PM	INBOUND		Benjamin Schmitt +1 831 244 0529	Toronto +1 647 361 5305	Leo Forger
09:02 PM	INBOUND		Mary-Jane Holdings +1 855 550 7272	NY +1 332 213 9228	Jessica Hawk

Text messages

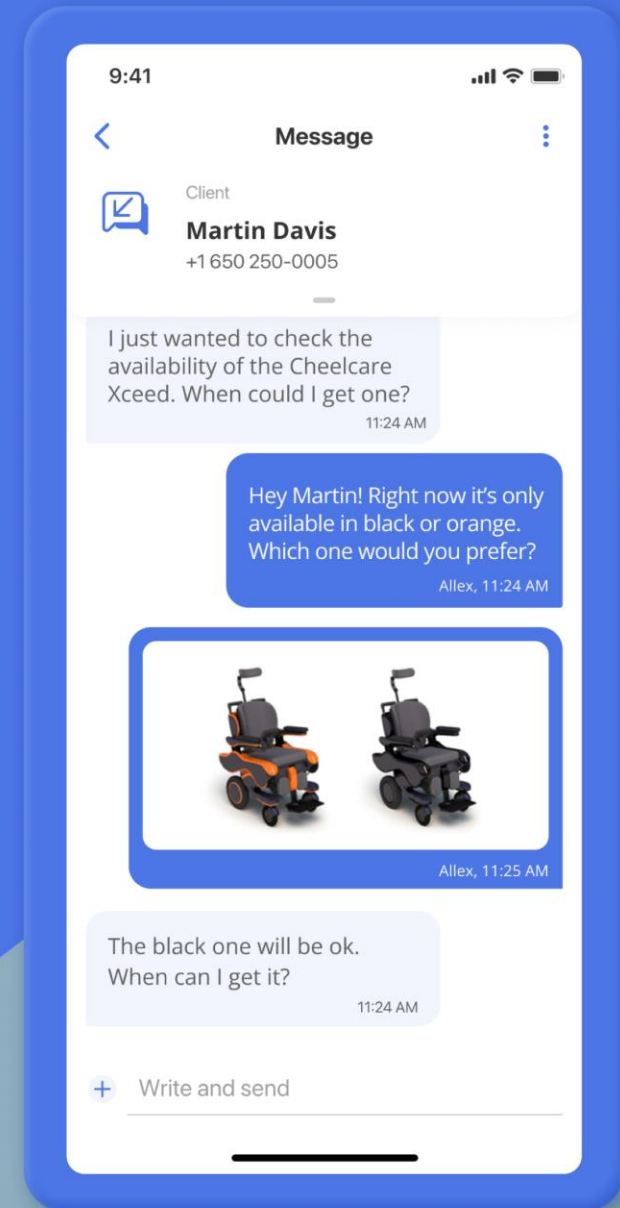
The MMS text message feature turned out to be an especially **powerful sales tool for Cheelcare**. Through MightyCall they can send pictures of the products to customers, keep the read or unread messages under control, and have any team member leave a note.



As bizarre as it sounds, just a couple of days ago I actually sold a wheelchair entirely by text message to a customer.



Alex Laurin,
Marketing Director at Cheelcare



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[Watch the video testimonial](#) 

[Read the full case study on MightyCall's website](#) 