MY resource PARTNERS
TECHNOLOGY RESOURCES FOR BUSINESS

HOME CARE CLIENT STORY

CENTRAL FLORIDA HOME CARE AGENCY

One AI platform for phones and contact center, built to grow with a home care agency

A fast-growing Central Florida agency needed a phone system that could give its marketing agency real call analytics. We introduced an AI-powered platform, and when the agency acquired another, its sales team moved to omnichannel contact center seats on the same system.



THE RESULT

1 platform

for phone system and contact center seats

1
Platform for unified communications and contact center seats

AI
Agentic AI, call recaps, transcription and coaching cards

Omnichannel
Contact center seats added for the sales team after an acquisition

THEIR STORY

When you invest heavily in marketing, every call should tell you what's working.

Our client is a rapidly growing home care agency in Central Florida. It invests heavily in marketing and wanted a phone system that could give its marketing agency the analytics it needs to drive the business forward. We worked with its operations and sales teams to develop a communications strategy that met all their needs.

The challenges

- **Marketing needed better data.** The agency invests heavily in marketing, and its marketing agency needed call analytics to drive the business forward.
- **Different teams, different needs.** Operations, sales and scheduling each needed communication tools that fit how they work.
- **Rapid growth.** A fast-growing agency needed a platform that could grow with it, without adding complexity.

AT A GLANCE

INDUSTRY
Home care

FOOTPRINT
Central Florida; growing, including the acquisition of another agency

SERVICES
AI-Powered Phone System · Omnichannel Contact Center · Call Analytics

YOUR MRP ADVISOR



Scott Meyer
CEO, My Resource Partners

"This dynamic, forward-thinking leadership team was excited to implement coaching cards for their sales and scheduling staff for easier onboarding and setting high standards for client communications. It was rewarding to learn three months after launch they were seeing great results."

WHAT WE DID

The solutions

We worked side by side with the operations and sales teams to develop a communications strategy that met all their needs.

AI-powered unified communications

We introduced a provider offering the most advanced AI-powered features:

- Agentic AI
- Call recording
- Multilingual call transcription
- AI call recaps
- Coaching cards for the sales and scheduling teams

Analytics for marketing

Call data and analytics that give the agency's marketing partner what it needs to drive the business forward.

Omnichannel contact center seats

A few months after implementation, the agency acquired another agency and upgraded its sales team to omnichannel contact center seats.

One platform for everything

Unified communications seats and contact center seats run on the same platform.

THE RESULTS

What changed

- **Powerful analytics for leadership.** Leaders see data across unified communications and contact center seats in one place.
- **Simpler management.** One platform for every seat, instead of separate systems to manage.
- **Coaching built in.** Coaching cards support the sales and scheduling teams on their calls.
- **Ready for growth.** When the agency acquired another, it added contact center seats without changing platforms.

> KEY TAKEAWAY
>
> Choosing the right platform first made growth simple: after an acquisition, the agency added omnichannel contact center seats on the same AI system, giving leadership powerful analytics and simpler management.

Is your phone system keeping up with your marketing?

Let's build a communications strategy that gives your marketing, sales and scheduling teams the data they need.

SCHEDULE A CONSULTATION

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