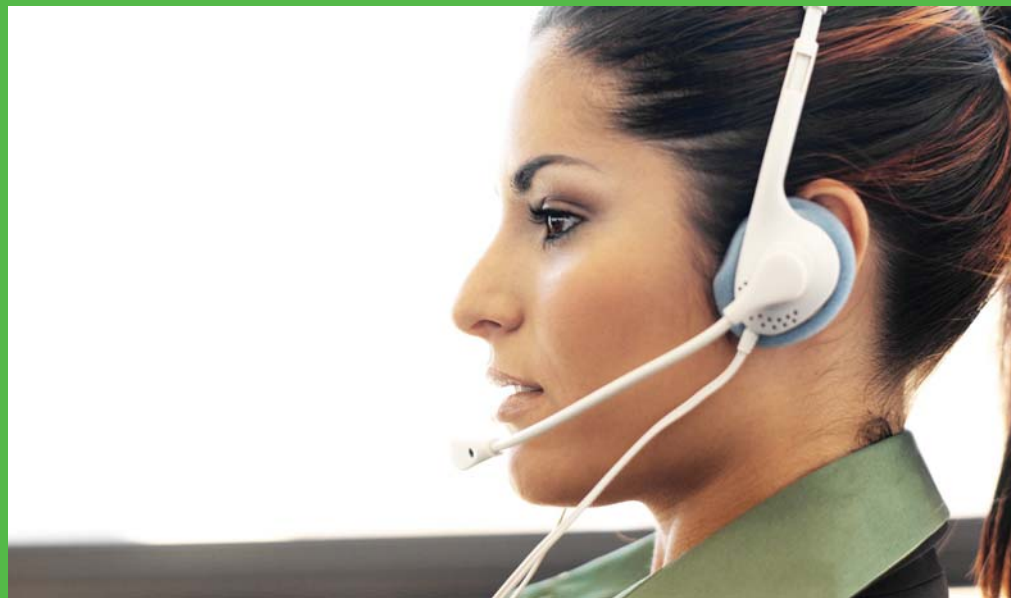


# > IP CONTACT CENTRE INCREASES STAFF PRODUCTIVITY AND IMPROVES SERVICE FOR RESIDENTS

The Nortel logo is displayed in white on a green background. It features the word "NORTEL" in a bold, sans-serif font, with a stylized white circular graphic element to the left of the text.

## Case Study

### Rushmoor Borough Council

"We felt confident with Nortel's clearly defined product roadmap and the investment protection which the solution would give us. The overall management of the system is now much simpler, which in turn reduces operational costs."

> **Nick Harding,**  
**Head of ICT,**  
**Rushmoor Borough Council**

The logo for Rushmoor Borough Council, featuring the word "RUSHMOOR" in a large, bold, serif font above the words "BOROUGH COUNCIL" in a smaller, all-caps, sans-serif font.

**Customer:** Rushmoor Borough Council

**Country:** UK

**Industry:** Government

**Challenge:** Upgrade existing data infrastructure with new Voice over IP (VoIP) technology to meet the Council's ICT strategic objectives, improve efficiency and enhance service for local residents.

**Solution:** A cost-effective, scalable and easy-to-manage IP telephony solution, to increase efficiency and service capability. Based on the Nortel Communication Server 1000, it includes the Nortel Contact Center 6.0, a Nortel CallPilot Unified Messaging system, Nortel Ethernet Routing Switch 1600s and Ethernet Switch 47024T-PWR, the Nortel Enterprise Network Management portfolio, Nortel IP Phone 2002s and 2004s, plus Nortel Business Communications Manager 50s at three remote sites configured to function as Survivable Remote Gateways using Nortel's SRG Software.

**Benefits:**

- **Improved service for residents** – skills-based routing ensures calls are handled by the most appropriate agent
- **Centralised management** – all sites function as one centrally managed network, providing feature transparency and overflow capability
- **Detailed call reporting** – call traffic can be analysed by individual, department or time-frame, improving resource planning



## The scenario

Local government organisations are under constant pressure to perform to required national targets as part of the Transformational Government Agenda. This was commissioned by the UK Government and aims to 'seize the opportunity provided by technology to transform the business of government and to transform the efficiency of public services'.

In line with this national agenda and its own more local ICT needs, Rushmoor Borough Council wanted to introduce new technologies in order to improve service delivery to local residents, and to increase staff productivity and efficiency. Specifically this meant the implementation of a sophisticated customer service centre which could efficiently handle high volumes of incoming calls from residents.

The Council's Network Analyst, John Barry, is constantly looking for ways to improve services and was keen to use innovative new technology to achieve this. "We needed a solution that would help us improve the efficiency of our internal business processes," he explains. "Our staff had no visibility of inbound calls and no way of monitoring and reporting traffic. We were struggling to process calls and requests in a timely fashion and that had to change."

Rushmoor Borough Council also wanted to link its three remote sites into a centrally-managed network which functioned as a single entity. This would be easier to manage and would also give staff a better user experience, enabling them to see the status of extensions at other sites and also to provide overflow capacity during peak times.

After looking at a number of technology providers, the Council selected the Nortel solution. "It was a logical choice for us as we already have a Nortel data network," John continues. "Ideally we wanted an all-IP infrastructure from a single vendor, with one maintenance contract and no issues around vendor interoperability – which in turn would make the overall management of the system much simpler and so reduce operational costs. We also felt confident with Nortel's clearly defined product roadmap and the investment protection which the solution would provide."

## The solution

Rushmoor Borough Council's two key requirements were for a sophisticated contact centre and a single communications network with full IP capability to link its three sites. To meet these requirements, the first step was to install a Nortel Communication Server 1000 as the base platform for the overall solution. This was followed by the Nortel Contact Center 6.0, a fully-integrated suite of solutions that supports a wide range of customer contacts including inbound and outbound voice, email, SMS and video, as well as integration to business applications through Nortel's Computer Telephony Integration module, Communications Control Toolkit (CCT).

The solution also includes a Nortel CallPilot Unified Messaging system, Nortel IP Phone 2002s and 2004s, the Nortel Enterprise Network Management portfolio, and Nortel Ethernet Routing Switch 1600s. All elements are covered by Nortel's Software Release Service, which means that Nick can always be sure that his systems are as up to date as possible.

At the Council's two remote sites, Nortel Business Communications Manager 50s have been installed. These are linked to the CS 1000 at the main office to provide a single network and have also been configured to function as survivable remote gateways using

"It was a logical choice for us as we already have a Nortel data network. Ideally we wanted an all-IP infrastructure from a single vendor."

> John Barry,  
Network Analyst,  
Rushmoor Borough Council

the Nortel Survivable Remote Gateway 50 software. This means that if any one system fails for any reason, the remaining offices will continue to function as normal and business continuity is assured.

In the contact centre, the Nortel portfolio provides a range of valuable business tools. “We now have the added benefit of auto-attendant functionality which manages incoming calls for us during busy periods,” adds Nick. “The system gives us Computer Telephony Integration, so that agents have the caller’s details in front of them whilst on the phone, and also intelligent call routing. This means that incoming calls can be identified by their telephone number and then routed to the most suitable agent based on the system’s existing knowledge of that caller.”

The solution that Rushmoor Borough Council now has in place also utilises Nortel’s Power over Ethernet technology, which simplifies the cabling requirement and so reduces both the cost of installation and the cost of managing the system.

## The results

It is clear that the Nortel solution met Rushmoor Borough Council’s needs in every aspect of their brief. It now has a single Nortel IP Telephony network across all three sites and a brand new multimedia contact centre. Calls from residents can be handled more efficiently, and with the necessary background knowledge to ensure a swift and satisfactory outcome.

“Incoming calls can be routed to the agent that the caller spoke to previously, if they are available,” explains Ian Harrison, Head of Customer Services. “This vastly improves the service we are able to offer to that caller. Based on other information we hold on our database, we can also route calls to agents who have the most knowledge of the caller’s particular issues.”

Another key benefit of the Nortel Contact Center 6.0 is the complex call management it facilitates. This enables all inbound and outbound calls to be monitored and reported on, drilling down to departments and individual staff members, or reporting by date and time range.

“We can gather very detailed information,” adds Ian. “By having an in-depth knowledge of our call traffic we can cater for peak times and ensure that our resource planning is correct. This is ideal for events like elections and at key times of the year, such as when council tax bills are going out.”

The Nortel VoIP solution ensures that Rushmoor Borough Council is fully in line with the Transitional Government Agenda, and it has definitely exceeded Nick’s expectations. “A classic example is one of our remote sites which is actually a Borough Council-owned theatre,” he explains. “Previously box office staff were only able to receive two incoming calls at once and this was a real issue.

“We have now been able to route the box office number over to the CS 1000 in the main offices so that calls can overflow into the contact centre at peak times. And with skills-based routing, we can ensure that incoming calls on that number are routed to agents who have been trained in how to deal with box office calls. It’s a much more efficient solution all round, which really does everything we hoped for and more. It means that theatre customers are unlikely to receive the engaged tone when they call the box office.”

“We can now gather very detailed information, and by having an in-depth knowledge of our call traffic we can cater for peak times and ensure that our resource planning is correct.”

› Ian Harrison,  
Head of Customer Services,  
Rushmoor Borough Council



“Incoming calls can be routed to the agent which the caller spoke to before if they are available, which vastly improves the service we are able to offer.”

› Ian Harrison,  
Head of Customer Services,  
Rushmoor Borough Council

Nortel is a recognised leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com). For the latest Nortel news, visit [www.nortel.com/news](http://www.nortel.com/news).

For more information, contact your Nortel representative, or the European Customer Information Centre.

Nortel, the Nortel logo, Nortel Business Made Simple and the Globemark are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2008 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel assumes no responsibility for any errors that may appear in this document.

NN123502-022608-EMEA

**United Kingdom:**

Nortel Networks UK Limited  
Maidenhead Office Park, Westacott Way  
Maidenhead, Berkshire SL6 3QH UK

European Customer Information Centre:  
Telephone: 00 800 8008 9009\*

+44 (0) 870 907 9009

\*Number accessible from most countries

Email: [euroinfo@nortel.com](mailto:euroinfo@nortel.com)



**BUSINESS MADE SIMPLE**