Success Story

Oadby and Wigston Borough Council enhances its customer service and delivers new ways of working with Unify's flexible, scalable and resilient OpenScape Office LX.

Oadby & Wigston Borough Council

OpenScape Office LX has facilitated a more customer-centric environment with streamlined communications, increased staff visibility and improved management of information.

The Task
- Oadby and Wigston Borough Council needed to update its ageing IT infrastructure to support modern ways of working, enhance communications and improve customer service.
- Like many councils, Oadby and Wigston is under tremendous pressure to adapt to an ever-changing environment. It has to deliver cost efficiencies, maintain services and support new ways of working with shared services arrangements.
- With its existing switchboard, many calls were left unanswered, abandoned or misdirected. The Council urgently needed a communications system to improve customer services and maximise flexibility for staff, for both present and future requirements.

The Solution
Unify's accredited Go Forward partner, Lloyds Business IP worked closely with the Council to identify its customer service and operational objectives.
- OpenScape Office LX is particularly suited to service-focused organisations like Councils. It combines powerful "one number" UC applications that are scalable for up to 1000 users while integrating multimedia contact centre applications and myPortal for greater management of information.
- The server based OpenScape Office LX is a resilient and secure solution that has been deployed on the existing VMware platform.

The Benefits
The Council has achieved better customer service within its contact centre and improved management of information for all staff.
- Streamlined communications
- Enhanced staff productivity and collaboration
- Improved customer service with greater management of information
- Faster and more accurate response time due to staff visibility
- Reduction in call waiting times
- Better call handling and reduced call abandon rates

Overview

Oadby and Wigston is predominantly an urban district serving over 55,000 people.

Like many councils, Oadby and Wigston Borough Council is under pressure to adapt to the changing political and economic environment. The Council identified a business case for transformation, requiring a modernised telephony infrastructure that would streamline communications. The new infrastructure needed to meet the primary objectives of improving customer service, supporting new ways of working and meeting the Council's future needs; in particular, supporting the shared services agenda with Hinckley and Bosworth Borough Council and Blaby District Council.

The Council's customer service team utilised a switchboard however were unable to effectively resolve customer issues on a first call. They also could not determine volume, queue length or type of call, so were not able to provide accurate data to management. Traditionally 80 per cent of the incoming calls can be answered quickly and efficiently by the client services team. However, the remaining 20 per cent are more time consuming and often require an explanation from a particular department, such as planning, benefits or housing. The Council urgently needed a communications system with contact centre functionality to intelligently route calls to the right department.

Implementation

Lee Conde, sales and marketing manager of Lloyds Business IP, a Unify partner, worked closely with the Council to review its needs and business objectives for transformation.

The success depended on the improvement of customer service, productivity and flexibility of staff. Lloyds Business IP implemented the server based OpenScape Office LX to reduce hardware overhead and fit into the existing IT VMware environment. It provides a resilient state-of-the-art unified communications and collaboration (UCC) platform to support agile working.

The multimedia contact centre allows staff to intelligently route calls and gain customer insight from recording and reporting functionality to increase first call resolution.

To further support the Council, Lee Conde took Daren Nowlan, head of customer services, and Paul Langham, head of ICT services, to a reference site.

Daren Nowlan explains: "Seeing the contact centre in a live working environment confirmed our decision to implement OpenScape Office LX. Not only is it competitively priced, but the myPortal application ticks all the boxes in terms of the contact centre functionality and reporting that we required."

The myPortal application has enabled the Council to streamline all of its communications. It is integrated with Microsoft Outlook, allowing greater awareness of staff availability and status through presence capabilities.

Lee Conde of Lloyds Business IP emphasises: "To ensure a seamless transition to the new system, we worked closely with the different departments in the Council to ensure that training was delivered across the entire organisation."

Benefits

Oadby and Wigston Borough Council has enhanced its customer service and through greater management of information, increased its understanding of what service areas need further improvement. OpenScape Office LX has become a resilient, leading edge part of the IT department and has streamlined communications. Staff can intelligently route voice and email communications to the relevant department, saving time and boosting staff productivity.

With training in place to improve staff efficiency, the Council can now support new ways of working, which is essential as it looks to support the shared services agenda moving forward.

"Our work with Unify has delivered enhanced customer service through greater management of information. We needed an infrastructure that would move with us. OpenScape Office LX provides the much needed flexibility and scalability as we continue to progress with a shared services agenda."

Daren Nowlan, head of customer services, Oadby and Wigston Borough Council

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