Conwy Borough Council

Customer Testimonial

Transition to a Microsoft Skype for Business environment with EICC, delivering ease of use for agents and driving high quality customer service

Introduction

Conwy County Borough Council (Cyngor Bwrdeistref Sirol Conwy) is the governing body for Conwy County Borough employing over 5,200 people. It is one of the unitary authority areas of Wales serving around 116,200 citizens.

Challenges

The council's contact centre functionality was provided exclusively via a legacy enterprise PBX system, supporting over 300 agents. Conwy decided to migrate to a Microsoft Skype for Business (SfB) environment, delivered on-premise to drive enhanced capability. However, the council were aware that this move meant they would need a contact centre that was capable of handling the complex needs of a busy communications environment focused on delivering optimum services levels to people across the whole borough.

To meet this challenging brief 4net Technologies were chosen by the council to manage and implement the Enghouse Interactive Communications Center (EICC), a flexible contact centre solution from customer interaction management specialist, Enghouse Interactive.

Solution

EICC provides Conwy with the features and rich functionality it needs to meet the demands of a complex and diverse audience while delivering the ease of use to help drive agent productivity. EICC intelligently streamlines and centralises all contact types in a single, fully integrated solution with a user-friendly interface. Omni-channel queuing and skills-based routing ensure all types of interaction are identified, prioritised, routed and transacted expertly, first time, every time.

A modular solution, EICC provides additional flexibility for Conwy. The core product incorporates omni-channel contact centre, operator attendant console, self-service IVR, call recording, and quality monitoring. This means that Conwy can add additional components and integration tools, increasing functionality as requirements and budgets dictate.

Implementation

Conwy chose 4net Technologies to implement EICC and integrate it into its on-premise SfB environment. Phase one of the EICC implementation included ten concurrent voice agent licences. This was initially deployed as a controlled proof of concept over a three month period, to provide the contact centre functionality for the IT service desk and Single Point of Access (SPOA) Team.

Tom Holdam, Principal Communications Analyst at Conwy said "Before rolling the EICC platform out across the entire organisation we wanted to clearly understand its functionality and features and how it would integrate with our SfB infrastructure before replacing our existing system. In addition to this, and to conform to guidelines set out by the Welsh Language Commissioner, the Council offers both Welsh and English services. Our colleagues at Wrexham BC had told us about the solution delivered to them by 4net Technologies and we wanted to see at first hand how the CC platform could cope with bi-lingual queue announcements and menu options."

Following the successful conclusion of the initial deployment and a presentation and CC demonstration to other Conwy Council departments, including Housing Benefits, Roads and Facilities, and Revenue and Benefits, the Council decided to increase the licensing to support a total of 85 concurrent voice agents (ten of whom also handle emails into the same queue), along with a Snapshot wallboard module that enables all departments and teams to monitor live call activity.

At the same time as the rollout, the council added the EICC Redundant Server License into their infrastructure to remove any single points of failure and further reduce risks.

Conwy Council also added Enghouse Attendant Console licenses to provide fully featured operator consoles to support their busy reception team.

The council also has 180 SIP trunks connected into two sites in their network (for added resilience). 4net also supplied and configured the Session Border Controllers into these SIP connections to act as the SIP Gateways, initially to route call traffic into both their SfB platform and the legacy PBX estate.

Additionally, 4net are also actively supporting Conwy's on-premises Skype for Business environment itself as the council looks to consolidate suppliers across its critical business applications.

Benefits

"We are very happy with the enhanced contact centre functionality that migrating to EICC has given us" adds Tom Holdam. "We are continuing to roll it out as part of a carefully planned and controlled implementation process to several other council departments".

One of the key benefits of the CC platform is the concurrent licensing which meant that Conwy only needed to purchase 85 EICC voice agent licences to serve the entire pool of 300 contact centre agents.

Future plans

The contact centre was initially designed to deliver voice services with advanced (bi-lingual) IVR routing. The next steps will include building a business case for more automated services and multichannel contact such as Web Chat.

The Council is also considering the Enghouse QMS Recording platform to replace their legacy Red Box call recorder, particularly with the PCI DSS compliance and other feature enhancements offered by QMS (such as screen recording and agent scorecards).

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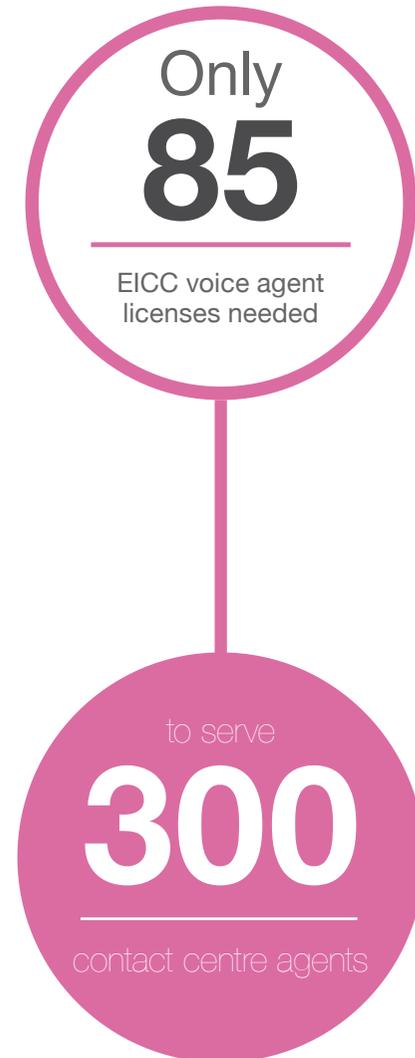
4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed services and telephony solutions are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Microsoft and Enghouse, to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the globe.

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