

# CUSTOMER EXPERIENCE



## ABOUT NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

### Website:

[www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk)

### CUSTOMER NEEDS

- To improve communications for customer service and staff efficiency
- To provide flexibility in staff working practices
- To simplify maintenance of telecommunications infrastructure

*“The benefits of moving to IP communications have far exceeded our expectations and we are really pleased with the level of service and support we have received from Mitel. Since the deployment, there has been a noticeable difference in the way calls are handled and the level of customer service we can now offer, with staff productivity higher than ever before.”*

– Mark Bradshaw, Network Support Team Leader, Newcastle-under-Lyme Borough Council

## Newcastle-under-Lyme Borough Council unifies communications for collaboration and flexible working

### Council considers move to IP

Newcastle-under-Lyme Borough Council is a forward thinking council which prides itself on providing the best possible range of services to its residents from environmental health, waste management and planning and regeneration to council tax and housing benefits. With a population of over 122,000, it is the largest borough council in Staffordshire.

Newcastle-under-Lyme Borough Council recognised its previous telephone system was unable to meet their demands, and needed to improve its telecommunications network as well as reduce call costs. It was becoming increasingly costly to maintain and very time consuming in making adds, moves and changes for the 750 users and agents across the two main sites. Another key consideration for the council was staff mobility. Employees needed the flexibility to work from a variety of locations and the existing telephone system was not flexible enough to offer this. With a clear set of objectives in mind, Newcastle-under-Lyme Borough Council approached a number of telecommunications vendors to help it decide upon the most suitable IP communications solution.

### Choosing the right IP solution

Mark Bradshaw, network support team leader at Newcastle-under-Lyme Borough Council, said: “It was a really exciting time for us, we were one of the first councils in the UK to move to IP communications. The timing was right, the existing system was no longer able to deliver the level of support we required, meanwhile, the maintenance contract was due to expire, so we made the decision to embrace IP communications.

“We went to tender to identify a system that would enable us to handle calls more effectively, allowing collaboration of the workforce across multiple sites, and effortlessly adding users whenever necessary. We also wanted a system that would give our staff the flexibility to work from any location.”



**SOLUTION COMPONENTS**

- Mitel 3300 IP Communications Platform (ICP)
- Mitel IP handsets
- Mitel Contact Centre Solution
- Mitel Teleworker Solution

**RESULTS**

- Scalable communications solution to evolve as the council grows
- Simplified maintenance of telecommunications infrastructure
- Reduced call costs
- Improved efficiency of call handling
- £15,500 per annum saved on maintenance costs

The council decided to deploy a Mitel 3300 IP Communications Platform, Mitel Contact Centre Solution, Mitel Teleworker Solution and Mitel IP handsets. The Council have experienced a number of positive changes since the deployment of the new communications system. With a centrally managed telephone system, moves, adds and changes were eliminated. The addition of contact centre management tools meant that contact centre managers could now dynamically add contact centre agents during busy periods, while giving staff the ability to support the contact centre from any location. The council has also witnessed improved staff productivity as Mitel's contact centre management tools helped to reduce call abandonment rates, ensuring calls are routed to the correct agents efficiently.

**Return On Investment**

By implementing an IP communications solution from Mitel, the council has already saved £15,500 per annum on maintenance costs alone.

Bradshaw added: "The benefits of moving to IP communications have far exceeded our expectations and we are really pleased with the level of service and support we have received from Mitel. Since the deployment, there has been a noticeable difference in the way calls are handled and the level of customer service we can now offer, with staff productivity higher than ever before. "

Bradshaw concludes: "Our staff have definitely reaped the benefits, revolutionising the way they work and dramatically improving the quality of service offered to residents in Newcastle under Lyme. With Mitel, we have established a distributed contact centre that routes calls to agents in the right departments, reducing the number of calls which are abandoned. With the successful introduction of new public facing services into the contact centre, other council functions will follow suit in a phased approach.

"Mitel has also played a key role in facilitating the our plans to offer staff flexible working. As a true innovator in the development of high quality broadband telephony, Mitel have made deployment easy to manage. For home workers, simplicity of deployment and management are a must. Using the Mitel Teleworker Solution employees are now free to work from home or when required, improving the work/life balance for many staff. Improving the work/life balance ensures staff are happy meaning we are more likely to retain our skilled workers.

"We already utilise Mitel IP telephony for our remote small offices, with up to four phones per site, while providing the hotdesking feature for our ICT consultant. This is likely to be implemented on a wider scale as we look to further roll out our home working scheme. "

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