

# CUSTOMER EXPERIENCE



## ABOUT THE NEWSPAPER SOCIETY

Type: Media

Location: England

Configuration: Voice over IP,  
Record-A-Call

Website: [www.newspapersoc.org.uk](http://www.newspapersoc.org.uk)

## CUSTOMER NEEDS

- Route calls directly to the appropriate person
- Voicemail for all users
- Upgrade the existing telephony platform, bringing communications technology up to date

*"I reviewed a number of different products and spoke to many suppliers in order to find the kind of product and level of service I was looking for. Once I had spoken to a number of resellers I knew that this system was ideal and made excellent sense for the size of our organisation."*

— Howard Sheldon, IT Manager,  
The Newspaper Society

## Newspaper Society's Continual Growth Required New Communications System from Mitel

In the fast paced world of the media, communicating information effectively and efficiently as possible is imperative. This case study addresses the telecommunications issues a large media house faces when taking on the challenge of replacing an out of date phone system with one that is capable of processing multiple calls and delivering them directly to the right person.

Based in Great Russell Street, London, The Newspaper Society was founded in 1836 and represents and promotes the interests of its members, made up of 1400 newspaper titles and comprising nearly 99% of all local and regional publications. In an age where access to information and media is growing at an ever-faster pace the society now employs 55 staff, many of whom are in regular contact with members providing expert advice in their various fields.

With demand for information from The Newspaper Society continually growing it had become apparent to the directors that a new communications system was required. Their existing telephone system was 16 years old and the Society's increasingly technology-oriented members found the difficulties faced trying to reach the right person had become embarrassing. The Society's analogue telephone system, with only one phone number coming in and out of the building, meant that each caller had to speak first to a receptionist and then be put through to extensions that were frequently unanswered and had no voice mail.

Howard Sheldon, IT Manager of The Newspaper Society said, "I reviewed a number of different products and spoke to many suppliers in order to find the kind of product and level of service I was looking for. Once I had spoken to a number of resellers I knew that this system was ideal and made excellent sense for the size of our organisation."

# THE NEWSPAPER SOCIETY

## SOLUTION COMPONENTS

- Mitel® Communications Platform
- Automatic Call Distribution (ACD)
- Voicemail
- Direct Station Select (DSS / BLF) Module
- Record-A-Call

## RESULTS

- Calls are directed efficiently and quickly to the correct person
- Calls can be recorded at the touch of a button
- All users have voicemail that can be checked from anywhere
- Calls are no longer lost or left unanswered

Every member of staff at The Newspaper Society now has a six-line-by-16-character display phone on their desk. This displays all incoming telephone numbers, providing a wide range of LCD screen based context sensitive choices when receiving incoming calls. The system's Record-A-Call feature allows The Newspaper Society's legal team to instantly record telephone conversations. Used in conjunction with the phone, an automated call attendant is provided by the system, delivering an enhanced digital voice mail service that can be checked from anywhere, simply by using a touch-tone phone.

The main reception area now deploys an Attendant Console DSS / BLF. Incoming callers can be transferred to the person they wish to speak to at the touch of a button or told immediately if the person is not there. At the same time the Direct Dial Inward (DDI) function provides everyone at The Newspaper Society with their own direct line, enabling members to contact individuals without having to be routed through the main reception.

The solution also incorporates IP phones in conjunction with a high-speed Internet connection. This enables callers and colleagues to reach anyone at The Newspaper Society when they're out of the office, working from home or at another office where they can connect to an Ethernet LAN, simply by ringing their usual number.

The system has a multitude of features, many of which The Newspaper Society decided not to implement immediately. It's important that they always know what's available, and if they want a new feature, can get it up and running instantly.

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