



One contact, one solution with London Borough of Enfield

CUSTOMER NEEDS

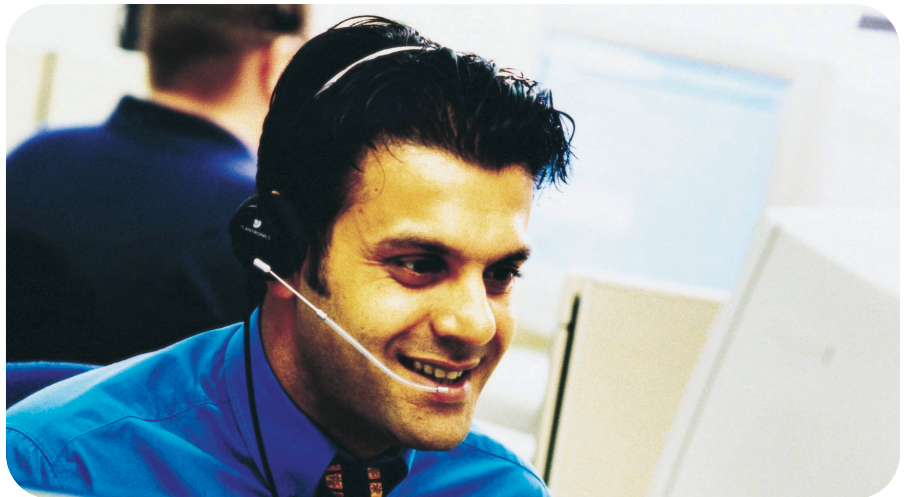
- A Contact Centre that would function as both an operator switchboard and a contact centre
- A contact centre that promises to answer 100% of calls and its agents will be able to field enquiries quickly and efficiently
- To be able to ring one number and get the help they need

SOLUTION COMPONENTS

- Mitel Networks 3300 Integrated Communication Platform (ICP)
- Mitel Networks 6100 Contact Centre Management (CCM)

RESULTS

- Seamless integration with their existing Siemens network
- A cost effective contact centre solution in comparison to competitors
- A contact centre that is web based and user friendly resulting in more efficient agents



The London Borough of Enfield receives over 5,000 calls a day from residents, with queries on everything from housing to rubbish collection. But until now, a lot of calls, particularly those that are passed by the switchboard operators to service departments, were not being answered, let alone having the caller's enquiry dealt with. But that has all changed thanks to a new Mitel call centre based on the Mitel Networks 3300 Integrated Communications Platform (ICP) and the Mitel Networks 6100 Contact Centre Management (CCM).

Due to open for calls in April 2003, Enfield Council's new contact centre promises to answer 100 per cent of calls and its agents will be able to field enquiries quickly and efficiently.

Martin Fox, Strategy Development Officer, Infrastructure, at the London Borough of Enfield, began his search for the right call centre technology early in 2002. But finding the right solution proved to be something of a challenge, as the borough had very exact requirements. "We had a particular vision for our contact centre," he explains. "And that vision was to have one solution that would function as both an operator switchboard and a call centre."

Most organisations keep these functions separate, running both a switchboard and a call centre, each with different numbers. But that approach means operators cannot answer queries and call centre agents cannot put calls through to other departments.

Martin Fox wanted Enfield residents to be able to ring one number and get whatever help they needed, quickly. "So if a resident rings up and asks to speak to someone, they would be transferred immediately. But if they asked for the housing department, for instance, then the agent would ask if they could help."

"We wanted our agents to be super agents and we needed a call centre to match," says Fox. "We spoke to a number of suppliers and it was Mitel who understood exactly what we wanted to do."



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A seamless, cost effective and user friendly solution

Their old system was linked with the Mitel Networks 3300 ICP as a gateway and some bespoke software was written to provide a seamless link.

The tailor-made solution has now been installed and Martin Fox is thrilled with the results. "We are very happy with the Mitel solution," he says. "We have gone through the testing phase and we have found that Mitel has provided good integration with our Siemens technology. It is seamless."

"The 3300 ICP links phones, computers and the internet, and uses one language to talk to all systems. The 3300 ICP software provides up to 700 extensions, and it can do anything you want a telephone system to do. The 6100 Contact Centre provides the management information system. It tells you how agents are answering the calls and who is doing what and when."

That management system has impressed Martin Fox and his team. "We really like the clear simple management tools and also the fact that it is web-based. We found rival management systems too cluttered. These systems are all about managing the efficiency of the agents and the fact that it is so user-friendly makes it easier for our team leaders and managers to use."

The London Borough of Enfield was also impressed by the fact that "the Mitel solution was significantly more cost effective than other solutions we had been offered," reports Fox. "Additionally, we had very tight time scales and Mitel was the only supplier who could give us a firm commitment to meeting our delivery dates. The installation was completed on time by December 2002. We are using the weeks before we open to complete the recruitment of the agents, undertake their training and to finalise our customer service strategy."

Future Goals for the super contact centre

Fifty agents are being recruited to begin with, providing a 24 by 7 service, but there are plans for further expansion as the new service gets up and running. "We expect to answer 100 per cent of all calls from borough residents and deal with a significant proportion of them at that first point of contact, which would be a great improvement over what we are providing now. If agents need to transfer calls to get additional help, they will act as advocates for the caller and ensure that their enquiry is dealt with. Over time, our intention is that the call centre will be able to deal with more and more enquiries."

As the call centre grows, Martin Fox is looking forward to working with Mitel in the future. "We felt we had a very good working relationship with Mitel. The installation went remarkably well and we are hoping to continue our partnership with Mitel and look at more development in the future."

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Martin Fox, Strategy Development Officer, Infrastructure, London Borough of Enfield

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PN 9180-851-953BA

