

Heart of England NHS Foundation Trust: Why we bought ContactCentre 59R.



Heart of England NHS Foundation Trust is one of the largest Trusts in England, managing four hospitals in the Midlands. The Trust has a total of 1,200 beds and it serves over a million people throughout Birmingham and the surrounding areas.

The Issues:

Heart of England NHS Foundation Trust has been a Telephonetics VIP customer for many years, using our Contact Centre software in their appointment booking contact centre.

The Trust planned to move the contact centre, staffed by 250 agents, to a new off site location to provide more space and to allow their administration staff to be centralised. As part of this process, the Trust wanted to assess their software, to ensure they were operating the optimum call handling solution. They wanted the best functionality to provide a professional, seamless service and retain the Trust's proficient corporate image.

What Was The Trust Looking For?

The fundamental requirements were for a contact centre to efficiently manage incoming calls, determine the nature of the calls and route them appropriately to suitably skilled agents. In addition, Heart of England was looking for enhanced call statistics and improved live and historical reporting, in order to manage staffing levels and accountability.

The Trust also wanted to take the opportunity to improve the system's resilience. Another key consideration was the number of agent seats that the Trust required - the no "per-seat" licensing structure of ContactCentre 59R was attractive because it enables the Trust to add extra agents in the future at no additional cost.

Lyn Ward is the Trust's Telecoms Manager and was heavily involved in the purchase. She says "ContactCentre 59R was chosen as we felt it provided the best features to meet our needs and offered the best value for money. We also had a long standing relationship with Telephonetics VIP and their service and solutions had proved to be reliable during our work with them in the past. Utilising and

building upon our existing infrastructure also enabled us to manage the costs."

Implementation:

The Trust wanted to achieve implementation and set up of ContactCentre 59R to match their contact centre relocation timescales. This allowed for 8 weeks, from outlining the project to the system going live. Lyn comments "The Telephonetics VIP Project Team had a huge task on their hands - working to very tight deadlines, moving existing contact centre groups as well as the creation and implementation of new groups. They were also working with, and dependant on, other suppliers delivering voice and data services in the new location. The Project Team's professionalism, dedication and support during the implementation and launch of the system, eliminated some of the pressures on our Telecoms Team at the Trust."

"ContactCentre 59R has proven to be an excellent, robust system which is flexible and easy to use, manage and maintain."

Early Results:

ContactCentre 59R is now live and in use within the Heart of England contact centre. While still in its infancy at the Trust, it is already handling an average of 2,000 calls per day and 240 calls per hour. In the initial use of ContactCentre 59R, the Trust were able to learn from the data provided by the reporting module, that at certain times of the day they did not have enough agents to deal with the number of calls the Trust received. They could ascertain how many calls were unanswered and were then actively able to manage staffing levels to better meet caller needs.

Telephonetics VIP and Heart of England are working together to continue to refine the way the contact centre and the call handling solution work, with a number of ongoing developments for the future, such as implementing an 'agent back off' system which will limit queue sizes towards the end of the day so that calls aren't abandoned when agents go home.

Lyn concludes "ContactCentre 59R has met all the criteria which we identified to Telephonetics VIP during the purchase process. It has proven to be an excellent, robust system which directs and delivers the calls appropriately across the Trust's complex voice and data network. The system is flexible and easy to use, manage and maintain. It also provides detailed reports and immediate visual information which helps us to proactively manage overall call handling."

ContactCentre 59R is one module within the Patient Contact Suite, a portfolio of solutions from Telephonetics VIP for NHS organisations. Heart of England was already using ContactPortal, Messenger and Result from the Patient Contact Suite and ContactCentre 59R enabled the opportunity to transfer callers from the call centre to another application or transfer callers from other applications into the call centre. For example, the combination of ContactPortal with ContactCentre 59R means that a caller interacts with the voice recognition technology within ContactPortal to ask for a specific department and they are then transferred by ContactCentre 59R to the right queue for that department. All of these applications are on the SEMAP+ platform which also allows the Trust to call upon additional resources as future developments and expansion occur.



Telephonetics VIP is a leading provider of hosted and customer premises speech recognition and voice automation solutions. From voice diallers that automate the operator function and deliver hands-free mobility, to MovieLINE[®], our cinema information and booking system, we have consistently demonstrated our ability to deploy market tailored speech solutions into very demanding environments,

delivering real business benefits to our customers. Our solutions for self-service, call steering, mobility, outbound messaging and business continuity deliver all the potential that speech has to offer.

Telephonetics VIP has built a large customer base, including 80% of the major UK multiplex cinemas, over 60% of the NHS acute health trusts, more

than 50 local councils and emergency service operations, along with significant financial and legal company representation. Telephonetics VIP – making sound business sense for over 16 years.

**For further information,
contact us today on
01442 242 242 and
say "ContactCentre 59R"**

ContactCentre 59R Headline Features:

- No "per-seat" agent licensing
- Location and device independent - calls can be put through to any handset at any location, allowing agents to work from different sites and supporting hotdesking, flexible working and remote working
- Up to 250 agents and 50 supervisors working concurrently at any time
- Powerful, integrated recording facilities by agent, skill, queue or group
- Real-time visibility allowing proactive control of workflow and performance
- Comprehensive reporting to facilitate efficient management
- Browser based system administration and supervisor interfaces
- Self-updating agent application
- Configurable announcements and queuing
- Added scalability, resilience and flexibility to the contact centre
- Future proof platform which integrates with other data sources and supports new technologies, allowing feature transfer between multiple applications.