

# CUSTOMER EXPERIENCE



## ABOUT WEALDEN DISTRICT COUNCIL

Website: [www.wealden.gov.uk](http://www.wealden.gov.uk)

## CUSTOMER NEEDS

- Flexible working
- Migration of telephone system to IP Telephony
- Improved customer service through better call management
- Ability to add-on to the existing telephone system
- Applications to assist with incoming calls

## Wealden District Council takes advantage of IP Communications through intelligent migration with Mitel

Wealden District Council is the largest district in East Sussex and is home to 140,000 people. The council is responsible for housing, planning, building control, waste collection, recycling, emergency planning and economic regeneration along with Council Tax collection and Housing Benefits.

### Trend Setting

Long before commercial businesses began considering the benefits of IP telephony, Wealden District Council had already decided it would embrace the new technology, secure in the belief that IP communications would satisfy their organisational needs. With its existing solution in need of updating, the council began investigating vendors in the IP communications arena.

With no additional budget provided to help fund this new telecommunications system, it was vital that the vendor chosen would help the organisation migrate slowly and allow it to purchase additional applications over time.

The council wanted a solution that would provide hotdesking functionality for employees not regularly based in the office as well as the technology to enable staff to work from home. Further down the line, it also wanted to implement a more efficient way of dealing with incoming calls to different departments.

### Mitel Puts Customers First

With a clear vision of what it wanted to achieve, Wealden District Council approached a number of IP communications vendors including Mitel®. Impressed by the IP applications and hands on approach of Mitel, Wealden selected a Mitel IP solution.

Lindsey Cole, telecommunications officer at Wealden Council, said: "Choosing the right communications system was incredibly important. We needed it to support the Council's plans to create a mobile workforce and to improve the management of incoming calls."

Wealden District Council selected the Mitel 3300 IP Communications Platform (ICP), Mitel Teleworker Solution and Mitel Contact Centre Solution. The initial investment was focused purely on the IP platform with the applications to be deployed at a later date.



**SOLUTION COMPONENTS**

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

**RESULTS**

- Home and teleworking available to employees
- Consolidation of workspace
- Improved call handling efficiency
- Improved call analysis
- Seamless employee transition

*“We had identified two departments within the council that could benefit from customer service and workforce management tools to help with the influx of calls. Our financial restrictions meant that we wanted to deploy Mitel Contact Centre Management Tools in one department and then, as financial resources were made available, to provide the second department with the solution. This strategy worked really well both financially and from an employee adjustment point of view. The housing benefits department were first to get the application and were so impressed with the facilities, that Council tax were quickly persuaded to adopt the technology into their department.”*

– Lindsay Cole, Telecommunications Officer, Wealden Council

**Building On A Solid Base**

With the Mitel IP communications platform in place Wealden District Council began planning the implementation of its IP applications. Eager to allow its employees the opportunity to work from home, and aware of the need to provide them with all the necessary tools to do their job, Wealden District Council deployed the Mitel Teleworker package. This is a broadband telephony system designed to provide remote workers and micro sites with extension to extension dialling access to the central voice system, and allows users to have access to all of the features as per the main host site, like voice mail, ability to transfer a call, access to the centralised directory and conferencing.

Lindsay Cole said: “Mitel Teleworker gives our mobile workforce and home workers the same telephony functionality they experience in the office environment, but from any location. This allows us to rationalise the number of unused desks by providing hot desking facilities in the office instead.”

**Public Interaction**

Another key consideration for Wealden District Council was ensuring that employees had the best possible telecommunications system to deal with incoming public enquiries quickly and efficiently.

Lindsay Cole, said: “We had identified two departments within the council that could benefit from customer service and workforce management tools to help with the influx of calls. Our financial restrictions meant that we wanted to deploy Mitel Contact Centre Management Tools in one department and then, as financial resources were made available, to provide the second department with the same technology. This strategy worked really well both financially and from an employee adjustment point of view. The housing benefits department were first to get the application and were so impressed with the facilities, that Council tax were quickly persuaded to adopt the technology into their department.”

By routing calls automatically, Mitel Contact Centre Management tools enable more effective enquiry management. The result is that the public receive an experience on the phone in line with the council’s high standards of service. Agents can also log the distribution of calls and have access to real time and historical reporting. This ensures the calls are distributed evenly to all staff and also allows managers to carry out ‘up to the minute’ in depth analysis.

**The Future Is Bright**

Lindsay Cole, said: “Moving to IP communications has made a real difference to the way we operate and has opened up new avenues for the organisation to explore. We have already achieved what we set out to and are excited about finding even more ways to make the most out of IP communications.”

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