

CUSTOMER EXPERIENCE



ABOUT THE BRITISH COUNCIL OF EGYPT

Type: International organisation for promoting educational opportunities and cultural relations with the UK

Location: Egypt

Configuration: Mitel IP Solution and Mitel Contact Centre

Staff: 140 agents

Market size: Over five million people in an area exceeding 2,500 square miles

Website: www.britishcouncil.org

“The external call handling facility was ineffective and customer service had to improve so we decided to implement the Mitel Contact Centre Solution. The calls are now routed to the contact centre and the organisation now has a single point of contact for all enquiries. The agents take a whole host of enquiries ranging from requests for exam dates, exam results, over the phone registration and booking of exams. By deploying the Mitel Screen Pops we can provide the agent’s desktop with the customer’s history and details, and the call can be dealt with faster and more efficiently therefore improving customer service and facilitating the agent’s role.”

– Mohamed El Erian, IT Director,
British Council of Egypt

“Education is an open door” with the British Council and Mitel in Egypt

The British Council is a UK international organisation for promoting educational opportunities and cultural relations. The purpose of the organisation is to build mutually beneficial relationships between people in the UK and other countries to increase the appreciation of the UK’s creative ideas and achievements.

In 2006 / 07 the organisation reached over 86 million people, and 8.5 million people visited the British Council centres. Services include, helping people sit professional and academic exams in the UK, teaching English in 53 countries and managing art events around the world. The organisation is currently leading a government campaign to bring more than 100,000 higher and further education students to the UK by 2011. External research suggests that at least 40 per cent of international students in the UK use the education services of the British Council before coming to the UK.

The British Council operates in 110 countries and is divided into 13 regions. Region NENA includes three offices in Egypt, two in Cairo based in Agouza and Heliopolis, and one in Alexandria employing 200 staff and there are plans to expand the region into the countries, Libya and Algeria. The offices in Egypt previously used a TDM PABX, which proved cumbersome to manage and required an engineer to come out for any moves, adds and changes. Mohamed El Erian, IT Director, British Council of Egypt decided that the organisation required an efficient reliable communications solution that would simplify the management of the system and grow with the organisation. Mohamed looked at IP solutions from a number of manufacturers. The Mitel® 3300 IP Communications Platform (ICP) was finally selected due to Mitel’s excellent brand reputation in delivering enterprise telephony solutions.



CUSTOMER NEEDS

- To simplify the management of the communications infrastructure and maximising the ROI of existing systems
- To install a Contact Centre to improve customer service
- To deploy a communications solution that will grow with the organisation

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel Contact Centre Solution
- Mitel Screen Pops

RESULTS

- Seamless migration to IP
- Investment protection
- Improved customer services
- Business applications that can be added to the communications solution as and when required

“We selected a Mitel IP solution because it simplifies moves, adds and changes and is feature rich system. One of the main reasons is that the solution offers a seamless migration path to IP protecting our existing systems which was very important to us so we could migrate sites in our own time,” said Mohamed.

The Mitel IP Solution was initially deployed at the Agouza site and rolled out to the Alexandria site followed by the Heliopolis site. The three sites in Egypt are networked to the British Council sites in the UK, Oman, Columbia and Argentina. By the end of 2008 the goal is to have 80 countries networked on IP and by early 2009 to have all 110 countries working on IP.

Customer Care

Previously the British Council of Egypt had three reception desks at the three sites and incoming calls were difficult to manage and route to the correct person resulting in the customers waiting and often receiving incorrect information.

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The British Council of Egypt are currently in discussion with other sites about expanding the contact centre to a regional level which if it goes ahead will include the supporting of 12 countries.

Another major benefit the organisation has experienced with the Mitel Contact Centre is the ability to plan the agents shifts more effectively using the real time monitor and reports which enables the Contact Centre manager to plan for busy periods.

“Overall we are very pleased with the Mitel IP solution and the benefits it has delivered, and will continue to deliver,” concluded Mohammed.

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