

Integrated Telephone System

CASE STUDY

Community-based companies embrace new flexible cloud-based Voice over Internet Protocol (VoIP) phone solution to keep employees supporting the local community from anywhere in the country.

Objective:

As existing users of the Pro-Cloud system, the company wanted to increase the flexibility of their traditional landline call management style which had several limitations. Based in localised depots the usual landline system worked well enough for their day to day needs, however it was not possible to use when employees who worked out in the field or chose to work from home, they had no way to connect and no way to analyse call data. To combat this issue they required a new solution that would connect their employees from multiple locations, in a manner that would not compromise their efficient delivery of service and provide them with valuable data for quality purposes and further customer support improvements.



The Solution:

Voice over Internet Protocol (VoIP) technology was their answer!

VoIP technology, is a comprehensive call management system that is gaining popularity across organisations as an alternative to the traditional landline as it is a solution that allows calls to be made using the internet, enabling customer service teams to access and improve their communication channels by making and answering more calls either from the office or at home via their laptops.

Used seamlessly with Pro-Cloud our community-centric contract has integrated the VoIP technology with Pro-Cloud's Client Relationship Management (CRM) module, resulting in external and internal communications being made anytime. Integrating VoIP with Pro-Cloud's CRM provides centralised access to service user data and enables instantaneous click of the button communication updates.



Benefits:



✓ On-The-Go Service

Working from home is the norm for many organisations today and therefore having a VoIP telephone solution that can be used with ease either in the office or at home is a must-have. Unlike traditional telephone systems that have phone lines assigned to one location with VoIP, there are no physical limitations.

✓ Decreased Costs

With a large customer service team, savings have been significantly reduced for this organisation. As VoIP allows you to make calls through the use of the internet, the cost of traditional phone lines is no longer required and employee resource is managed by real-time data.

✓ Unparalleled Failover

When using VoIP an organisation doesn't need to solely rely on their office broadband service. If the internet connection fails at work or someone's home they can continue taking calls from other locations. A further failover plan can include diversions to mobile telephones and the use of 4G data.

✓ Improved Quality Procedures

For quality purposes the VoIP solution comes with call recording capabilities, that offers any organisation with the ability to extract historic call data should they need to, providing a full audit trail at all times. Call recordings can assist with customer service training for new recruits and can also help resolve customer complaints if required.

✓ **Elevated Service User Relationships**

Through the use of Pro-Cloud's CRM module integration and VoIP's call queue handling procedures service user relationships are automatically improved. Employee extensions are effectively managed, transferred calls are configured by the department and call data such as how long a call lasts and failed calls are documented, resulting in a more streamlined approach to dealing with incoming calls.

✓ **Productivity Managed**

Call data statistics can be viewed through the use of a backend portal, enabling organisations to manage their customer service teams effectively. Management staff manage calls through this portal, reporting on KPI's such as average call times, the number of calls and calls lost.



With CSS's guidance, the company implemented its new VoIP solution in a systematic manner that integrated with the Pro-Cloud CRM module with ease.

CSS are always at hand to help and assist with all rollouts, we make sure solutions are fully functional and teams are equipped to utilise their new platform alongside their day-to-day working lives.



The use of a VoIP solution and COVID-19:

An efficient cloud-based telephone solution has always been important for this community-centric company, but now more than ever this flexible style of working is a great tool in their disaster recovery planning, as it is being heavily relied on by their customer service team who are working from home for the foreseeable future. Key workers and vulnerable people in the community rely on their service and therefore there was no question about it, they had to ensure their operations continued at a high standard. Their VoIP telephone solution not only keeps their customer service team working efficiently but also enables them to continue their high level of support and service to the people that need it at this unprecedented time.

Join the ever-increasing amount of organisations that use VoIP technology every day and ensure your business can operate efficiently in any circumstance!

Implementation Process:

The implementation was completed in a staged approach. Small teams were introduced to the new phone solution one at a time to limit the number of queries the IT team received and to ensure that each member of staff had a full grasp on the new features they would be using. This approach enabled the team to embed the technology across the organisation in a controlled manner with as few problems as possible. Once rolled out the solution was tested to ensure full functionality was in order before official use.

During the implementation process the IT team had to consider the following:

- They had a large number of employees to set-up on the solution
- The logistics involved in the set up across multiple locations
- The organisation's out of hours emergency call out service
- Ensuring employees were trained in the system

Costing **ONLY £3,995 per annum** inclusive of a bespoke call dashboard and 5 user licences, additional user licences £240 per annum.

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