



Birmingham City Council

Building a Corporate Contact Centre

Background

Birmingham City Council is the largest Local Authority in Europe. Working with its Centrex supplier the Council reviewed several Contact Centre applications, finally choosing Teltronics OMNIWorks platform on a combination of functionality, price and interworking capability with its Centrex telephony service. The Council required voice recording for verification and training purposes.

The solution

The OMNIWorks Contact Centre provides fully functional skills based routing capability. This is enhanced with the use of a Teltronics IVR (Interactive Voice Response) platform allowing flexibility for dynamic messaging to callers in queues and multiple automated menu options. These facilities allow each department to build and maintain its own unique services.

Since the initial implementation for the IT Help Desk the system has grown to over 200 users across the city of Birmingham. Birmingham City Council also invested in the Teltronics Praetorian Voice Recorder for multiple departments across the council. The Birmingham City Council voice recorder has been fully integrated with the Teltronics 20-20 IXP PBX and OMNIWorks ACD platform. The Praetorian Voice Recorder makes full use of the additional call data provided from both the PBX and ACD giving the council an insight into the Key Performance Indicators (KPI's) for their recorded departments.

Key Benefits

This focussed initially on the measurement and reduction of lost and abandoned calls. The real time statistics and flexible skills based routing has led to the increase of calls successfully connected and answered first time by the best qualified agents. Historical analysis of call patterns and call duration has allowed a quality improvement process to be implemented focussing on key business areas and the success at resolving questions at the first pass avoiding costly and unnecessary transfers to highly skilled staff .

Reduction of abandoned calls, faster connection and better qualified advisor response has resulted in a key improvement in the service to customers.

Extension of the measurement and quality improvement processes afforded by OMNIWorks is seen as a key component to addressing service shortfalls in departments such as Social Care. Here, telephone service improvement is fundamental to meeting ever more stringent government performance targets.

The ever increasing importance of the Contact Centre is reflected in the implementation of full hardware and software redundancy. Roll out of remote VoIP connected locations affords a cost effective replacement of traditional Centrex services.

Having purchased the Agent Evaluator module for the Voice Recorder, the council have enhanced their training programs via grading of their agents on live calls. These grading forms are then fed back to the agents whilst listening to the call in question, providing a unique opportunity for the agents to improve their own call handling skills.