

# SUCCESS STORY

## South Gloucestershire Council Relies On Teltronics OMNIWorks™ Contact Center & Call Recording Solution For Improved Customer Service



### HigherGround® OMNIWorks

**Client:** South Gloucestershire Council

**Location:** Thornbury, United Kingdom

**Industry:** Government

**Solution:** Contact Center & Call Recording

**History:** South Gloucestershire Council was created in 1996 as part of the government's plan for the organization of local government. It was formed from the previous districts of Kingswood and Northavon, and part of the former County of Avon. As a unitary authority, it now provides all the services that in other places are operated by separate district and county councils.

*"The Teltronics solution has helped us become more efficient, enabling us to dramatically increase our call answer rate from 25% to 85%, replacing switchboard operator services, the goal is to direct a single caller to the appropriate person in a timely fashion."*

▲ **Brian Goalby**  
Contact Center Project Mngr

### THE CHALLENGE

To obtain advice from the council, the public had to call many different numbers to reach contacts for similar services. This process was not only inconvenient for callers but inefficient for the council.

### THE SITUATION

The council recognized that their service could be improved by offering themed contact centers. In turn, the public could then call just one telephone number for a particular service.

### WHY TELTRONICS?

After evaluating a number of products, the council chose a complete OMNIWorks solution based on performance, value, ease of use and support. The contact center routes calls to the best qualified advisors in conjunction with call recording for both business and advisor training purposes. The solution includes Interactive Voice Response (IVR) capabilities to offer a large range of menu welcome messages and options designed specifically for each department's business needs.

### THE RESULTS

The OMNIWorks reporting tool has met all the council's operational requirements and has significantly improved the effectiveness and efficiency of the themed contact centers. With over 55 current OMNIWorks users, the Council is looking to expand over the next few years and is in the process of having all inbound calls handled through OMNIWorks. Future implementation activities include the extension of call handling to all Council email traffic, as well as the integration to Microsoft CRM.

*"The reporting facility gives us a pattern of calls throughout the day and enables us to use our help desk advisors more effectively. The reporting function is also used to assist help desk advisors to obtain their National Vocational Qualifications," explains Janet Faire, Finance and Support Services Manager at South Gloucestershire Council.*



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