

# City of Lincoln Council recommends 4C 'as trusted and independent adviser'

**The City of Lincoln Council provides services for a population of approximately 86,000 residents, in addition to the many businesses which are located within the region. With the cathedral at its centre, the city is proud of both its strong historic and industrial traditions. However, members of the Council are also aware of the need to employ the latest technology to support its delivery of services.**

## Meeting divergent needs

When the Council decided to embark on an IP communications review, the brief presented several challenges, not least the fact that Council operations are spread over 13 sites of different sizes with a variety of diverse needs. Lincoln City Council already had an ISDN-based wide area network in place as part of its communications strategy, but needed to refine and improve it. The key drivers for the project were:

- The existing Centrex telephony service needed to be enhanced or replaced
- There was a need for intelligent call routing within the new system
- There was a need for accurate management information on system performance (to ensure the appropriate return on investment to justify the upgrade works)
- There was a business need to deliver the 'Access to Services' vision, putting the customer at the centre of service delivery.

With a wealth of experience working with local authorities across the UK, 4C Strategies was awarded the contract to assess the current and future business requirements and develop an appropriate technology strategy to move forward.



*4C spent 18 months working with Lincoln City Council over 13 sites to achieve its planned ICT objectives*

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The first step of the 18 month project was carrying out a comprehensive review of the Authority's business requirements. This involved partnering with each department at the Council to ensure a comprehensive evaluation in order to devise a strategy that would suit all departments.

Following on from the review, 4C recommended a turnkey solution that comprised an IP architecture with an office telephony application for standard users. A contact centre application for intelligent call routing and management information was proposed, with various advanced communications features including:

- A voice recording application for training and quality monitoring
- Unified messaging application for integrating voice mail and email
- Mobility application for peripatetic personnel
- Billing application for cost recovery
- New wide area and local area networks.

### A modern solution

Following a competitive tender exercise, the Council purchased an end-to-end Nortel solution from BT that utilises inter-site LAN extension services. This has provided the Council with a modern and seamless communication solution that is capable of delivering any application to any user, irrespective of their geographical location in the city. As a result, the Council has been able to improve the productivity of office personnel through the introduction of facilities such as 'dial by name'. In addition, a visual alert for new voice messages has resulted in a more effective and efficient response to all voicemails within the council, whilst the quality of service provided to callers trying to contact key service areas such as Council Tax has been significantly improved. Staff are utilised more efficiently by acting on performance reports which give clear data.

The next stage of the project is to introduce the voice recording application into the contact centre and the mobility application.

### Turning the vision into reality

Philip Wright, Director of Resources for City of Lincoln Council has been delighted by the end results of the consultancy project and commends 4C personnel for the professionalism and expertise that has rendered the project a success. "Over the last 18 months, 4C has assisted the Council to commence turning its 'Access to Services' vision into reality by providing independent advice and support on the introduction of our new telephony solution. The Council now has a state of the art IP communications solution that comprises office telephony, contact centre, recording, mobility, billing and unified messaging applications. We are in no doubt that the solution will improve our business performance, and more importantly, the quality of service we deliver to local citizens. With 4C's help, the project was delivered on time on the agreed date - within the agreed budget and with minimal disruption to the Council's business operations.

"If you are looking to improve your business performance by investing into communications, I recommend 4C as a trusted and independent adviser that will help you to achieve your objectives."

To find out how you can make more of your communications by having a clear strategy in place, contact 4C to arrange for an initial no-obligation fact finding consultation. **Visit our website [www.4c.co.uk](http://www.4c.co.uk), call 01858 438 938 or email [office@4c.co.uk](mailto:office@4c.co.uk).**

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