



4C Strategies

Specialists in Next Generation Communications

Case Study

City of Lincoln Council

Business Need

To deliver the 'Access to Services' vision that puts the customer at the centre of service delivery, City of Lincoln Council recognised that its existing Centrex telephony service needed to be enhanced or replaced. To identify the most appropriate way forward, the Council retained 4C to assess the business requirements and develop an appropriate technology strategy.

Key Challenges

- Multiple sites (x 13) of varying size and operational activities
- ISDN based wide area data network
- The need for intelligent call routing
- The need for accurate management information on performance

Recommended Solution

Following a comprehensive review of the business requirements that involved meeting senior representatives of each department, we recommended a solution that comprised:

- IP architecture with an office telephony application for standard users
- Contact centre application for intelligent call routing and management information
- 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

Results

Following a competitive tender exercise, the Council purchased an end to end Nortel solution from BT that utilises inter-site LAN Extension Services to all sites. This has provided the Council with a modern and seamless communication solution that is capable of delivering any application yo any user irrespective of their geographical location in the city.

This has allowed the Council to improve the:

- Productivity of office personnel from facilities such as 'dial by name'
- Response to voice messages by providing a visual alert of new messages
- Quality of service provided to callers contacting key service areas such as Council Tax
- Utilisation of staff by acting on performance reports

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

4C Involvement

- 4C has assisted the Council over an 18-month period to deliver the project from inception to completion.

Client's View

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

Philip Wright
Director of Resources