

# CUSTOMER EXPERIENCE



## ABOUT RIX & KAY

**Type:** Professional Services – Legal

**Location:** England

**Configuration:** Multi-Site, Voice-over IP, WOC, Voice mail

**Website:** [www.rixandkay.co.uk](http://www.rixandkay.co.uk)

## CUSTOMER NEEDS

- Link its sites together and effectively become one large office
- Reduce inter-site call costs
- Streamline inter-site call traffic
- Utilise existing megastream datalinks between sites

*“Since implementing the solution, we have seen significant improvements in business processes. The flexibility of the system has contributed to the major improvements in our internal and external business communications.”*

– John Kay, Senior Partner, Rix and Kay.

## Rix and Kay consolidated its communications and reaped the benefits of one of the leading communications platforms available today

When your business has enjoyed significant growth but not a communications strategy to run with it, you could find yourself with multiple telephony systems across different sites. Not only can the cost of internal and external calls escalate very quickly but the lack of compatibility between systems can seriously reduce business functionality and damage efficiency.

This case study details how a leading Sussex solicitors’ firm consolidated its communications and reaped the benefits of one of the leading communications platforms available today.

Since forming in 1948, Rix and Kay has become one of the most successful solicitors’ practices in Sussex. With offices in Uckfield, Heathfield and Seaford, Rix and Kay is committed to offering a comprehensive personal service to its clients in both the private and business sector. In order to maintain its status as leading Sussex solicitors, and keep up to date with changes in the law, they have a policy of continuous improvement in staff expertise, IT infrastructure and communication skills.

In January 1999, Rix and Kay achieved ISO 9002 status, proving its dedication to providing the highest standards of legal services and advice to clients throughout Sussex, the UK and Europe.

The various telephone systems that had been installed throughout the offices of Rix and Kay over the years had been expanded (some to the limit) and there were concerns that the systems would not cater for the firm’s future development plans.

The initial requirement was for the firm to link its sites together and effectively become one large office. Significant costs were incurred making calls between branches, some of which could be recouped if Rix and Kay utilised its existing megastream data links between sites for voice communication as well.

## CUSTOMER EXPERIENCE RIX & KAY

### SOLUTION COMPONENTS

- Mitel Communications Platform
- Windows Operator Console
- Unified Messaging
- Voice mail

### RESULTS

- Inter-site call costs reduced
- Staff productivity increased
- Inter-site communication seamless and efficient

Integral elements of this solution were not only the need for a centralised operator as the backbone to the three offices but also the requirement for efficient voice mail and the ability to record conversations.

Rix and Kay recognised the need to implement new technologies to increase its efficiency, and had five manufacturers competing for the business. After several meetings and a demonstration showing the benefits of a system with full feature transparency across all the sites, a user friendly Windows® Operator Console and feature rich large display phones, the Mitel system was their preferred choice. Another factor in choosing this solution was the scalability which allowed for continued growth in the future.

A Mitel® system and executive display phones were installed at each site, with a Windows Operator Console and an external voice mail system being the additional equipment installed at Head Office. A phased installation was undertaken working closely with the firm's IT department, with the branch office systems installed first, then Head Office and the final part of the jigsaw was to network the sites utilising the existing megastream data links and the IP3200N Gateways.

The successful installation of this solution allows Rix and Kay to communicate seamlessly and efficiently between offices, utilising the latest IP technology with the satisfaction of knowing that features such as Unified Messaging and some Computer Telephony Integration products can be added when required.

"Since implementing the solution, we have seen significant improvements in business processes. The flexibility of the system has contributed to the major improvements in our internal and external business communications," said John Kay, Senior Partner, Rix and Kay.

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