

## LONDON BOROUGH OF ENFIELD A Call Centre with IVR that promises to answer 100% of its calls

### HOW TO EFFICIENTLY HANDLE 3,000+ CALLS PER DAY ON ONE NUMBER, SO THAT RESIDENTS RECEIVE FAST SERVICE AND BEST VALUE FROM THEIR COUNCIL



*“Actimax’s understanding of our business needs has been very, very good, and we’ve worked very closely with their team. Brian, Roy and John have been absolutely excellent in the level and professionalism of their technical, operations and strategic advice and support.”*

*Roy Morgan Head of Customer Services – LBE*

The London Borough of Enfield receives over 3,000 calls a day from residents, with queries on everything from Council tax demands to rubbish collection.

But until recently, a lot of calls, particularly those that were passed by the switchboard operators to service departments, were not being answered, let alone having the caller’s enquiry dealt with.

This led to a lot of discontent from residents within the Borough, and created a spiral of reducing support for Council initiatives and employees alike.

#### **A Customer Who Knows Exactly What They Want...**

One of the keys to solving this growing communications issue was that the Borough had a very

clear concept of how they wanted to change their call handling and service strategy.

The main elements were as follows:

- Residents must be able to ring one number and get whatever help they need, quickly.
- This meant that a new contact centre had to be established, staffed by Customer Service Advisors that are multi-skilled and work super-efficiently. So if a resident rings up and asks to speak to someone, they can be transferred immediately. But if they ask for the housing department, for instance, then the Customer Service Advisors will ask if they can help.
- The ability to deal with a significant proportion of enquiries at the first point of contact, would be a great improvement over what was originally being provided. If Customer Service Advisors need to transfer calls to get additional help, they will act as advocates for the customer and ensure that their enquiry is dealt with.
- Another key to improved service for residents, and faster answering of questions was the need to set-up an Interactive Voice Recognition (IVR) system, which provides instant information and answers to the most frequently asked questions.
- Another requirement was to integrate the new telecoms solution with the Council’s bespoke CRM (Customer Relationship Management) system, as this is used extensively to access resident’s information and records. Also, the central role of the CRM database meant that it would also be useful if the Customer Service Advisors could dial from the computer screen used for the directory.

- Conversations from the Customer Service Advisors also needed to be recorded, but those conversations after the call had been taken and passed onto another department were not to be recorded as these calls would be of a private nature.
- Finally, the solution needed to seamlessly integrate with an existing system which supported 3,000 other users across 13 different sites!

**When A Standard Out Of The Box Solution Simply Won't Do...  
How Actimax Delivered A Bespoke Solution For London Borough of Enfield**

The solution recommended by Actimax involved a number of essential features and functionality that had to be integrated into a single, easy-to-use system.

Technical Specification:

- Mitel Networks 3300 Integrated Communication Platform (ICP)
- Mitel Networks 6100 Contact Centre Management (CCM)

On a practical level, this included Voice over IP, Call Recording, Screen Popping and CTI (Computer Telephony Integration) with the existing CRM package.

Actimax used their experience and expertise to provide bespoke integration between existing products and new technology in five key areas:-

1. Integration of the new Mitel system with the existing Siemens platform to ensure calls can be routed seamlessly to any one of up to twenty different sites.

The solution was to use a digital VoIP link between the existing and new systems, which enables calls to be transferred to the old system. If unanswered the calls revert back into a priority position in the contact centre queue. This was achieved by careful and difficult programming, together with modification of the Mitel system software.

2. The integration of the CRM system with a CTI Desktop Application to provide screen dialing using mouse-only operation. This allows Advisors to dial, hold or transfer calls without using the telephone keypad. It also means that Tenants' records are immediately on-screen as soon as a call is received.

This was achieved by writing a piece of software which integrated the Mitel telephone system with the existing CRM directory using the Mitel telephone system programming interface software (MITAI).

3. The ability to record only on the initial calls into the contact centre, and not all of the calls.

This problem was solved by integrating a local extension based recording device with the overall system recording software supplied by a company called ASC Telecom. This also required integration software linked to the MITAI server.

4. Enfield Council recognised that many calls are for standard information, for example relating to council tax, business rates, or general information services.

The IVR solution allows Enfield Council to quickly update or add additional or seasonal information in a matter of minutes. And because the IVR module is not outsourced, but is part of the complete Actimax package, the Council retains complete control and enjoys a more flexible and cost-effective solution.

Also, at specific times of the year, well over 40% of calls received related to council tax enquiries. This presented an opportunity to improve the convenience and speed of service to residents by implementing a caller-friendly IVR system. This allows callers to access the outstanding balance on their account, and make payments whilst on the phone.

5. Enfield Council recognised that organizing staff rotas and shifts was becoming increasingly complex and time consuming. They needed a more sophisticated and flexible method for timetabling staff, to ensure that sufficient staff with the appropriate skills were available when required.

Actimax have integrated a Workforce Management system that allows forecasting of staffing and shift requirements, based on modelling of historic resource data entered into the system. This will enable the Council to identify where changes can be made to have the optimum level of resources available at all times.



London Borough of Enfield Call Centre

*“The Contact Centre Client Reporting system is used to monitor our teams’ performances and productivity, and is very easy to use.*

*Staff find the systems very easy and user friendly, and the telephony solution has been rolled out in other service areas of the Council including housing, repairs, housing needs, revenues and benefits.*

*Our latest implementation of an Interactive Voice Response system automates payments and provision of information for Residents, and Actimax’s development of this IVR project has been absolutely first class.”*

**Roy Morgan Head of Customer Services – LBE  
Experience And Expertise in Complex Project  
Implementation Most Definitely Required!**

Implementation of this project was detailed and complex and required a scoping document and a statement of works, along with a detailed project plan to carefully phase in each stage of the implementation. This detailed plan also allowed Actimax to meet the very tight time-scales that have accompanied the ongoing development and roll-out of the project.

The result is a solution totally unique to Enfield Council where Actimax has integrated the ASC Call Recording, the existing Siemens directory, the CRM system and the Mitel system seamlessly into one solution using bespoke software.

This was made possible by having a good working relationship between all of the companies, and the co-ordination of the Actimax project manager.

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**Roy Morgan Head of Customer Services – LBE**

As well as careful project management, a comprehensive network testing plan and site acceptance testing document was also needed. The networking plan needed to check the interoperability between the outside telephone lines, the ISDX system and the Mitel system. The site acceptance testing needed to check the integration between the CTI links from the Mitel system and the CTI Desktop Application that allows on-screen call handling.

**The Actimax Approach To Delivering Best Value  
And Results:**

**Keep The Best Of The Old, Whilst Updating And  
Adding New Functionality And User Benefits**

What makes this solution special is the integration of a range of products with different specifications to achieve the end result London Borough Of Enfield required.

In particular, the **Management Information System** has been a major success. With clear and simple web-based management tools, the fact that it is so user-friendly makes it easier for team leaders and managers to use.

The management system is all about managing the efficiency of the Advisors, and it clearly shows how different departments are answering their calls, who is doing what, and when.

**Another major improvement** the Actimax solution has facilitated is the ability for Enfield Council to set up “Access Centres” throughout the Borough. Here residents can walk-in and talk face-to-face with Customer Service Advisors, who have instant access to all the departments and resources they need to answer queries quickly and efficiently.

The flexibility of the solution allows it to continually evolve over time, and the *one unified system* now provides a **complete emergency and disaster recovery scenario** where staff can operate from virtually any location within the Borough.

In summary, London Borough Of Enfield now enjoys a low cost communications infrastructure connected to a modern system that drives efficiency throughout various departments, and results in provision of highly optimised services for residents.

*“Since working with Actimax on our Customer Services Centre, we have significantly improved accessibility to services for our Residents.*

*They understand our business needs, and have never come across as a ‘pushy sales-force’. I would definitely recommend Actimax as a telephone solutions provider to other organisations.”*

**Roy Morgan Head of Customer Services – LBE**

For More Information on Actimax and the services we offer please contact us:

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