

# CASE STUDY

## British Board of Film Classification A CTI Solution

By utilising Inter-Tel's Computer Telephony Integration (CTI) technology individual phone systems and computers are transparently connected to operate as one, allowing employees easier and faster access to the organisations resources.

This case study highlights a solution to the business problem of uncontrollable high levels of inbound telephony traffic whilst allowing staff to access and share common information on all customers within one network.

*"...our telephone operating costs have fallen by 50%."*

Dave Harding Systems Co-ordinator, BBFC

### CUSTOMER BACKGROUND

The British Board of Film Classification (BBFC) is an independent, non-governmental body, which has exercised responsibilities over cinema since 1913, and over video since 1985. The Board was set up to bring a degree of uniformity to censorship standards and make judgements that were acceptable nationally.

In 1984 Parliament passed the Video Recording Act, stating that video recordings offered for sale or hire commercially in the UK must be classified by an authority designated by the Home Secretary. The President and Vice-President of the BBFC were given this responsibility and they created a new test of 'suitability for viewing in the home'.

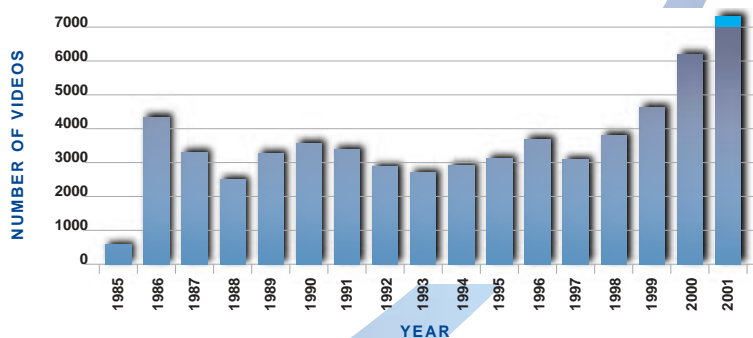
Since the BBFC is independent of Government it is entirely reliant on fees charged for the classification service. Currently the BBFC has a staff of just 50 people and a turnover in the region of £4m.\*

### THE BUSINESS CHALLENGE

Due to the massive increase in home video availability there has been a large growth in demand from companies who wish to have their film/video classified by the BBFC (see fig.1). In 2001 the BBFC classified a total of 7,174 videos alone, which averages nearly 150 'works' a week to be viewed and classified.

As such the BBFC found the number of inbound calls to their offices in the heart of London were not being answered quickly enough or simply lost. As a direct result of this the BBFC were potentially losing revenue and credibility amongst it's customer base.

The current phone system was creating a bottleneck of calls and unfortunately was restrictive inasmuch as it could neither be upgraded or even incorporate voicemail.



(Fig.1 - Source BBFC Website 13/11/01)



The business challenge the BBFC faced was the need for a telephone system which enabled its employees to process inbound calls quickly and efficiently at times of peak traffic.

In addition to this the BBFC wanted to consider any other functionality a telephone system could offer them to make full use of their recently installed Cat5 structured cabling infrastructure, such as digital communication and voicemail.

#### **WHY INTER-TEL?**

When considering the challenges facing the BBFC and the options available to them a number of factors including scalability, reliability and ultimately price came in to account.

It was here that one of Inter-Tel Europe's Principal Resellers proposed the Inter-Tel

Axxess System in conjunction with Computer Telephony Integrated (CTI) software incorporating the latest in ScreenDialling technology. This combination of leading telecommunications products seamlessly integrated with the Axxess platform provided the BBFC with an answer to their dilemma.

#### **THE BUSINESS SOLUTION**

The BBFC had a specific requirement to reduce calls lost, speed up the inbound call process and increase the level of output.

The Open Architecture Interface (OAI) that Inter-Tel Europe adopted as a matter of policy, enabled the BBFC to achieve its requirements. Simply by knowing that current telephony applications can be wholly integrated with the Axxess system adds immense value.

***"The transformation of our telephone system has been a major factor in improving our customers perception of us. With call forwarding and voicemail our staff are always available and lost calls are a thing of the past. Alongside this our telephone operating costs have fallen by 50%."***

Dave Harding, Systems Co-ordinator, BBFC.

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