

The Birmingham City Council Makes A Connection With The OMNIWorks Contact Center Solution

OMNIWorks

THE CHALLENGE

With so many different departments and functions operating under the Birmingham Local Authority, it is sometimes difficult to determine where a call should be directed based on one's judgment alone. In the past, Council callers were not always served in the most efficient manner, leading them to speak with multiple persons before reaching the appropriate agent.

Client: Birmingham City Council

Location: Birmingham,
United Kingdom

Industry: Government

Solution: Contact Center

History: Birmingham City Council is the largest Local Authority in Europe with a history dating back to 1838. Birmingham is one of the most populous cities in the United Kingdom, and the council was designed to meet the needs of residents and anyone inquiring about Birmingham and its surrounding areas.

THE SITUATION

Several years ago, the Council outsourced both operations and staff for their Revenue and Benefits sectors to a third party supplier. The remaining departmental users were supported by a Hunt Group where distribution of phone calls proceed from a single telephone number to a group of phone lines, supplied as part of a cross-council Centrex telephone service. The Council realized to better serve a caller, implementing a complete contact center solution for departmental use was necessary.



WHY TELTRONICS?

The Council reviewed several applications and decided on Teltronics OMNIWorksContactCentersolution. The Council chose Teltronics OMNIWorks based on its skills-based routing capability, coordination with the Centrex telephony service, and price. Additionally, the Teltronics Interactive Voice Response (IVR) platform provided beneficial features such as dynamic messaging to callers in queues and multiple automated menu options, and the Teltronics Call Recording solution monitored all traffic throughout the call center. Combined, these functions allowed each department to build and maintain services unique to their area of expertise.



SUCCESS STORY

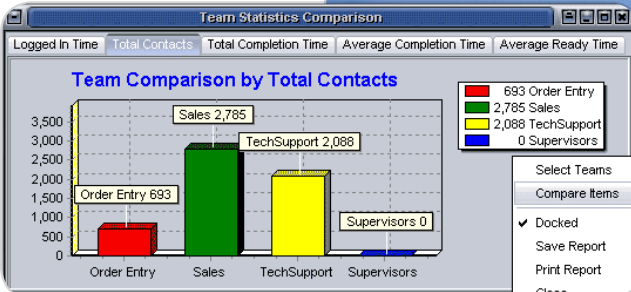
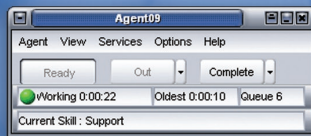
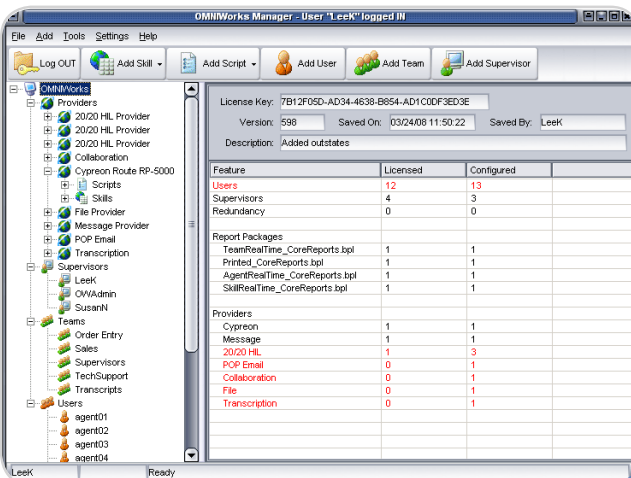
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THE RESULTS

Initially set up for 50 users in the IT Help Desk department, an additional 300 users in Social Care, Education, and Planning were connected.

The Council experienced:

- Successful connections to the best qualified agents
- Historical analysis of call patterns and call durations
- Implementation of a quality improvement process



"The benefits of the OMNIWorks solution has prompted the Council to consider a future expansion to include multi-media platforms such as email, with a likely migration to call recording."

▲ Spokesperson for Birmingham City Council

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Birmingham City Council

