



Cheshire Peaks & Plains Housing Trust Achieve Value for Money and Improve Tenant Access with the Help of Britannic Technologies

The Customer

Cheshire Peaks & Plains Housing Trust (CPPHT) are a 'local' company that provide high quality, affordable homes in Macclesfield and the surrounding areas. With almost 5,000 properties from Knutsford to Disley, they offer the widest choice of locations and properties across the Macclesfield district.

The Trust provide a range of high quality housing for people in housing need – from one bedroom studio apartments to four bedroom family homes. Their aim is to provide homes and services to help local people build strong and united neighbourhoods. They are a Trust that cares about improving local communities and providing what their customers want.

Britannic's services have been benchmarked against other companies and have been found to be up to 60% cheaper than competition. Britannic have always offered advice on alternatives available, including valuable contributions on business continuity measures to ensure 100% operation and access.

Simon Penaluna, Head of ICT, CPPHT

Requirements & Objectives

The Trust had a number of telecommunication requirements as they run a 24 hour call centre for their customers and are always seeking ways to improve the service. These improvements included enhancing

visibility of vulnerable callers whilst in the queue, a need to increase the number of call backs made and an improved disaster recovery plan. All requirements have to be assessed throughout the purchasing procedure by strict 'Value for Money' principles.

These requirements were essential for The Trust as historically they did not have full visibility of the call centre team's performance, thereby full statistical information was required on all call traffic. This would allow management to ascertain and accurately predict when peak times would occur and be able to allocate appropriate contact centre staff to handle the calls where needed.

Allowing customers to know where they are in the queue and expected time of answer would enhance and improve customer access via telephony to The Trusts' services.

We have seen a 50% reduction in costs associated with our 0800 number and have benefited from increased control supporting our business continuity planning. BT also used to charge for changes to our routing, Britannic provide them free as part of the service!"

The NGN Statistics have also helped us recruit staff for our peak times. We have seen a big improvement in our call centre with approximately 85% of calls now handled within 30 seconds.

Simon Penaluna, Head of ICT, CPPHT

Customer Experience



The Solution

Britannic Technologies worked with The Trust to undertake a complete review of their previous telephony system and call centre in order to recommend a solution that would take into consideration all of the necessary aspects required and provide a clear roadmap for future applications, giving ongoing business benefits.

The system chosen was based upon a Mitel 3300 IP platform which would provide the core telephony as well as the foundation for the contact centre. The call centre solution included both historic and live management reporting, as well as additional features such as Call Back and Position In Queue.

Britannic Technologies delivered excellent value for money by consolidating our previously separate internet connection and ISDN lines into a single managed Ethernet circuit. This has delivered more than 50% saving on rental charges and reduced our call charges as well.

Simon Penaluna, Head of ICT, CPPHT

Britannic also provided Oak call management software and ComputerTel call recording. These applications provided clear views of relevant statistics across the wider solution and have helped to improve staff coaching and development within the contact centre.

Britannic delivered a range of network services as part of the managed solution, including the management and call distribution of the primary 0800 contact number, the introduction of a next generation network link (supporting voice and data) and SIP Trunking to enable the cancellation of the ISDN 30 lines and reduce outbound telephone call charges.

Benefits

The Trust have achieved significant financial savings by consolidating their separate ISDN (voice) and Internet (data) connectivity into a single multipurpose next generation network connection. This has delivered savings in excess of 50% on the line rentals alone.

The Trust have greatly improved their own control and management of the primary 0800 contact number. In addition they have achieved more than 50% saving on inbound call costs with Britannic versus BT.

The new contact centre solution has enabled The Trust to greatly improve the management and corresponding service they deliver to customers. Call handling has reduced significantly from an average of 60 seconds down to 16 seconds.

The solution delivered by Britannic provides The Trust with a solid, scalable platform for future growth and introduction of new technologies such as Britannic's CTI links into The Trusts CRM system, web chat and web collaboration.

Since 2006 Cheshire Peaks & Plains Housing Trust have worked together with Britannic Technologies updating and replacing the telecoms infrastructure throughout the company. Britannic Technologies have provided an end to end solution that has assisted The Trust in improving customer care and access to its services throughout.

These improvements included increased visibility of the volume of call handling, a customer call back solution and complete call recording.

Simon Penaluna, Head of ICT, CPPHT