

case study

Eastlands Homes is a housing association formed in 2003 to take over and improve 2,800 of east Manchester's former council homes. The success of Eastlands Homes £45 million improvement programme, with an average £16,000 spend on each of their customer's homes, has led to council tenants in Gorton North, Gorton South, Longsight, Rusholme, Levenshulme and Ardwick voting to have their homes transferred from Manchester City Council to Eastlands Homes.

This will add 5,400 properties to Eastlands Homes stock and will see them taking on 3 additional office locations with an average of 75 new staff members per site. To maintain the high service levels that contributed to their recognition by the Audit Commission in naming them among the Top Ten Housing Associations in the country, it is essential that key communication systems, for customers and between staff, are efficient and continuous.

Key to a successful deployment is 'High Availability', by installing redundant hardware & the use of resilience across the remote sites, we have ensured the contact centre & phone systems have 99.999% availability. This provides a fail safe DR plan for the whole organizations including home-workers.

Three of the 4 sites will run as customer contact centres, handling a large volume of enquiries on a daily basis. The first priority being to ensure calls are answered quickly and transferred to the right person with minimum delay. First the system has to be smart enough to recognise which of the 3 contact centre sites are most able to answer the incoming call at any given time. Then, full Presence and Availability across the 4 sites must be employed.

A full business process audit followed, highlighting requirements for functionality, above and beyond accepted standard features, including; short code dialling, hunt and pick groups, group management, caller ID, call waiting, conferencing, mobile integration, Microsoft exchange integration, and Unified Messaging.

The need for the ability to use a virtualised desktop was also raised as a requirement.

The Solution:

Sitting on the Mitel 3300 architecture with an Mitel Unified IP client for Sun Ray, provides the power of a single Java smart card for access to all voice / computing applications from any location, centralised at the back office, for a true integrated voice and data hot desking solution.

The Mitel 3300's built-in functionality covers all of the standard features required, plus many of the additional, with Mitel's Audio and Web Conferencing solutions, Mobile Extension, NuPoint Messenger, Your Assistant and Contact Centre Management Solutions between them covering all and a greater suite of tools, designed to ensure contact centre efficiency with full management tools.

Enterprise Manager then provides consolidated administration of Mitel's product portfolio. Providing a management desktop for inventory management, configuration and provisioning, health monitoring, maintenance and diagnostics and system administration. Midland Communications provide remote and on-site maintenance and support.

