



CASE STUDY

Plantronics UC Headsets are a Natural Fit with Microsoft® Lync 2013 in the Royal College of Nursing

OVERVIEW

Founded in 1916 as a professional organisation for nurses, the Royal College of Nursing (RCN) has evolved into a successful professional union. For almost a century the RCN has pioneered professional standards for nurses in their education, their practice, and their working conditions. Today the RCN has over 420,000 members, and is uniquely acknowledged as the "voice of nursing" by both the government and the public. The RCN represents nurses and nursing, representing their interests locally, nationally and internationally; promotes excellence in practice and works with government to help shape health policies.

PLANTRONICS UC HEADSETS SELECTED AS 'NATURAL FIT' AS PART OF MICROSOFT LYNC 2013 ROLLOUT

The Royal College of Nursing (RCN) has a long-term working relationship and partnership with Plantronics based on corded headsets within their contact centre. The organisation operates from 16 regional sites with 900 staff, and had legacy phone systems ranging from 5 to 12 years old. Calls range from inbound and outbound to and from RCN members, primary care trusts or similar organisations, and professional or public bodies; along with onsite and multi-site communications and conference calls. The system and processes were inefficient for today's best working practices and the decision was taken to move to a Unified Communications environment. The RCN invested in MS Lync 2013 to provide all staff with functions such as Instant Messaging and conference calling and as part of this, asked the staff about preferences for both desk phones and headsets.

" Our Savi 740-M wireless headsets have provided us with the additional freedom to leave our work stations and move around during phone calls. Having a wireless headset permits hands free, enabling a more flexible working environment, giving us the ability to be more productive."

Receptionist and telephonist,
Nicola Adams

Geoff Lewis, Technical Operations Manager for IT in the RCN says: "A UC environment is quite common within many organisations these days and headset resolution is a way of business as part of this. We wanted to make our MS Lync deployment as simple as possible and within the three month rollout we asked our staff about their phone usage and choices. This allowed us to select and deliver headset solutions based on their needs as well as job function, with full compatibility and certification for use with MS Lync."

World-class communications

The Royal College of Nursing
rcn.org.uk

LOCATION
UK

INDUSTRY
Public Sector

HEADSET USERS
750

SERVICES
Education, best practice and representation for nursing and healthcare professionals

BUSINESS CHALLENGE
Delivering a simple to use and collaborative communications environment across the organisation

PLANTRONICS SOLUTION

- Blackwire® C510-M and C520-M
- Savi® W740-M

BENEFITS

- Substantial efficiency gains with UC environment and compatible headsets for both inbound and outbound calling, and all RCN departments
- Closer collaboration of colleagues across all 16 RCN sites
- UC headsets designed, certified and delivered fit-for-purpose for each wearer to maximise usage in their specific job functions
- Clarity of voice on all calls and increased flexibility for the wearer with hands-free working



Capita assisted the RCN with the MS Lync 2013 rollout and Plantronics advised and worked in partnership to recommend, deliver and support headsets including: Blackwire corded and USB with C510-M monaural and C520-M stereo, and the Savi W740-M USB Wireless DECT – all customisable and Microsoft-certified optimised for MS Lync 2013. The Plantronics headsets have been deployed across the organisation with users including; contact centre, helpdesk and receptionists.

Plantronics headsets are designed to complement the many and varied job functions typically found in many of today's working environments, particularly UC with the integration of technology and communications – managing landline, mobile, and VoIP calls, as well as email, text and social media messages.

Geoff continues: "Across our 16 sites we have around 350 staff in London, 150 in Cardiff, between 40 to 50 in our regional offices and 3 to 4 users in our smaller sites. Calls are typically inbound and outbound with our members and other organisations such as primary care trusts, and, of course, across all departments and job functions: HR, media, legal and finance. Our structure is varied with a lot of conference calls taking place. With MS Lync 2013 and the flexible calling and best-practice working options of both the Blackwire and Savi headsets, we've been able to provide each of our users with the phone solution that is the 'best fit' for their working environment and personal preference."

PLANTRONICS HEADSETS HELP IN DELIVERING TIME AND COST EFFICIENCY

One of the greatest benefits of a UC environment and with MS Lync 2013 is the vast reduction in call and time costs. This collaborative communications in the RCN adds real value for staff that can now hold a meeting via a conference call rather than having to travel to meetings or dial-in through phone operators. Equally, the Plantronics approach with the MS Lync 2013 certified and compatible headsets has helped create "smarter working" with UC and how to get the very best out of working with the Blackwire and Savi headsets with MS Lync 2013. This includes multi-device connectivity, wireless freedom and not missing calls with a range of 350 feet usage away from the desk with Savi and industry-first Smart Sensor™ technology and intuitively juggling PC calls and multi-media using audio alerts to manage connection, mute and volume status with the Blackwire.

Geoff concludes: "The clarity of voice and functionality gains with both the Blackwire and Savi headsets are really helping people along as they utilise MS Lync 2013 in their day-to-day working. We know that we have reduced call costs and increased efficiencies for all, but most importantly, we recognise that our staff can communicate with each other, our members and close associates with ease and in comfort. Plantronics really evangelise the way of working with MS Lync 2013 with fit-for-purpose and optimised headsets coupled with best practice advice. We continue to be impressed with how Plantronics support us and ensure we choose the right headset solutions moving forward."

PLANTRONICS – THE VOICE OF UNIFIED COMMUNICATIONS™

Plantronics offers one of the industry's most complete families of corded and wireless products for unified communications. Widely recognised for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working.

MORE INFORMATION

To view our full range or to trial our products please call us on 0800 410014 or visit our website plantronics.com

Product List



- Blackwire® C510-M and C520-M
- Savi® W740-M



" The 510M headset is light and easy to use and calls are answered as soon as you put the headset on avoiding the need to click to answer a call. I find using the headset particularly good when I'm teleconferencing as the hands free enables me to easily use the keyboard and access my desktop during a call. From a health point of view it's certainly improved my posture as it avoids having to rest a telephone handset on my shoulder whilst attempting to type at the same time!"

Team Leader, Helen Thomas

