

Case Study



Providing wireless flexibility in distribution contact centre

Company Profile

East Ayrshire Council
www.east-ayrshire.gov.uk

Headquarters

Kilmarnock, Scotland

Industry

Public Sector

Services

Responsible for delivering education and social services, planning and building control, refuse collection and emergency planning to 120,000 residents in the south-west of Scotland

Business Challenge

To maximise the use of telephony solutions in the contact centre and remotely, to provide easy access and quality services to residents

Plantronics Solution

CS60 Wireless

With 32 elected members and approximately 6,000 employees serving more than 120,000 residents, East Ayrshire Council has earned a reputation for providing services effectively and at a consistently high level. The council is responsible for delivering services including education and social services, planning and building control, refuse collection and emergency planning to residents in the south-west of Scotland.

Every department aims to deliver a quality service and all activities are carried out with the Council's core values of quality, equality, access and partnership in mind.

To support these values, the council recognises that access and quality dialogue between Council Services and with residents is of paramount importance as it receives many calls on a wide variety of topics. Front line staff not only need to be able to receive calls quickly and efficiently, but also be able to work hands-free for administration tasks on the desktop, mobility to move around the office to locate information and confer with colleagues, as necessary.

Benefits

- Wireless freedom to work, talk and walk while on a call, ideal for high incoming call volumes
- Vast reduction in missed calls
- Improvement in response services to residents



“The CS60 Wireless headsets from Plantronics have proven to meet and exceed our needs; they are proving to be a sound investment as an aid to staff when call handling, and ultimately as a technology to improve the satisfaction to our residents.”

Paul Toland, Telephony Manager

To facilitate this, East Ayrshire Council deployed Plantronics CS60 Wireless headsets in a number of locations for evaluation: the centralised corporate switchboards, the Palace Theatre Box Office, the I.T. Helpdesk, Benefits, and Member Services – typically Services that experience high incoming call volumes. The CS60 Wireless headset solution is designed to provide complete wireless freedom allowing the wearer to work, talk and walk while on the phone. The CS60 also has the added benefits of a “talk button” so wearers can easily answer and end calls while moving around, a “mute button” so they may privately consult with customers and colleagues, and the noise-cancelling microphone to cut out background noise and retain clarity in their conversations.



Plantronics CS60 Wireless Headset

For the Council staff, the CS60 Wireless headsets are providing a number of key benefits allowing them to answer calls quickly and efficiently and avoid missed calls, the ability to multi-task with hands-free for administration at their desktop while on the phone, as well as the freedom to mobility to locate important information or confer with colleagues.

As Paul Toland, Telephony Manager explains, “We have had positive feedback from staff and we are confident that the CS60 matches the requirements we have for our new Distributed Contact Centre. The flexibility of being able to work hands-free is of significant benefit, as quite often our staff need to deal with administrative tasks while on calls. In addition, the ability to move around helps our staff to locate information while still on a call, avoid missed calls and ring-backs.”

The council already utilises a number of technology initiatives to help them deliver services that best suit the needs of the community e.g. with a community text messaging service increasing communications and providing information on new council initiatives to residents and mobile connect GPRS data cards to extend access to council services from remote communities.

As Paul Toland concludes, “We have invested in a major initiative to use communications technology to extend our ability to provide council information and services to the community in a manner our residents want to receive it. We identified a need to provide access to Council information in remote communities, and so deployed mobile technology to serve this need. We recognise the need to manage telephone calls we receive in a professional manner using effective telephony solutions. The CS60 Wireless headsets from Plantronics have proven to meet and exceed our needs; they are proving to be a sound investment as an aid to staff when call handling, and ultimately as a technology to improve the satisfaction to our residents.”

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