

Case Study



Seamless integration and call clarity in the public sector

Company Profile

South Ayrshire Council
www.south-ayrshire.gov.uk

Headquarters

UK

Industry

Public sector

Headset Users

3000 users in over 100 locations in South Ayrshire, Scotland

Services

Provision of public services and amenities to a population of around 115,000 residents

Business Challenge

To improve productivity and efficiencies with the provision of an effective communications environment while maintaining exceptional service to residents

Plantronics Solution

Savi® Go, Voyager™ PRO UC, .Audio™ 1100M handset, CS70N

Background

With a population of around 115,000 people, South Ayrshire Council's main purpose is to represent, protect and promote the interests of its residents. Representing the towns of Ayr, Prestwick, Troon, Maybole and Girvan, around 3000 council employees are focused on the delivery of high quality public services and local amenities to meet the needs of the County.

Employees are based in the Council's head office in Ayr as well as 65 schools and 40 corporate sites across the county in an area totalling 422 square miles. Being spread over a large area always presented problems in communications both in terms of telephony and software usage and the mileage endured to conduct meetings. In addition, South Ayrshire are diligent in ensuring compliance with the UK Government's directives to maintain high levels of productivity and efficiency, while ensuring value of service to residents and the well-being of all employees.

John Porter, Service Delivery Manager for Corporate Resources at South Ayrshire Council comments, "We are responsible for a relatively large geographical area, with hundreds of sites spread across a mixture of rural and urban locations. As such, maintaining consistency and quality in our communications has often

Benefits

- Microsoft OCS Certified headset solutions fully optimized for UC and VoIP
- Range of audio solutions flexible to suit each user's needs
- Seamless switch between PC and mobile phone communications
- One-touch call answer/end, volume and mute control
- Full wideband audio and USB-enhanced digital sound, delivering crystal-clear conversations and drastically reducing errors and repetition
- Measurable productivity gains and cost savings

proved challenging – setting up conference calls, having no choice but to travel to meetings and managing online communications. We needed to identify a seamless and reliable communications solution that would work for our staff and allow us to manage our service delivery with greater efficiency and productivity."



“The ease in which we can route calls to our staff to suit their day-to-day working environment is already returning noticeable cost savings.”

John Porter, Service Delivery Manager for Corporate Resources, South Ayrshire Council



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.

To view our full range or to trial our products please call us on 01793 842 426 or visit our website www.plantronics.com

To read more on how we've helped others, please visit www.plantronicscasestudies.com

Requirements

South Ayrshire Council reviewed options to establish a new communications process to suit all and quickly established that Microsoft® Office Communicator for a Unified Communications (UC) environment would create an ideal working environment as email, voicemail, conference calls and telephony is fully integrated for a virtual and seamless communications environment.

Coupled with this, the council wanted to ensure that the accompanying telephony solutions would equally work seamlessly in this Unified Communications environment and be able to provide solutions specific to each member of staff's individual needs and role.

John continues, "We knew that Plantronics headsets were reliable but an even stronger benefit is that we could choose solutions that were fully optimised and certified to work with Microsoft OCS in a Unified Communications environment, and deliver headsets relevant to each employee's needs and working environment. Plantronics offered exactly what we were looking for. Not only did we have confidence in the product but knew we could choose options that were fully optimised and certified to work with Microsoft OCS in a Unified Communications environment, giving us a tailor-made solution that meets each employee's needs and working environment."

Solution

South Ayrshire Council are currently using Plantronics Savi® Go, Voyager™ PRO UC, CS70N DECT headsets and .Audio™ 1100M USB headset.

Savi® Go is a single, wireless headset designed for in-office mobile professionals to seamlessly switch between calls received through your PC via Microsoft® Office Communicator 2007 and calls received on your mobile phone. Wideband technology sharpens PC audio and delivers rich, natural-sounding voice and multi-media transmissions, while the extended boom and noise-cancelling microphone optimise communications in bustling office environments. Equally, the Voyager™ PRO UC Bluetooth wireless headset allows users to seamlessly integrate between PC and mobile devices whilst in the office or on the road as it delivers the industry's most advanced noise-cancelling and wind noise reduction technology. The headset features a unique dual-microphone boom and AudioIQ2, next generation digital signal processing (DSP) technology, to precisely capture the user's voice and simultaneously cancel background noise. It features three layers of WindSmart® technology to minimise wind noise and delivers rich, natural inbound audio so you can hear and be heard clearly.



Plantronics Voyager™ PRO UC

The Plantronics CS70N DECT wireless headset allows you to multi-task more easily, typically in an in-house environment – whether that is using your PC whilst on a teleconference, finding some private/ quiet space for that important call, or simply stretching your legs whilst on a long teleconference. Stylish and discreet, with excellent sound quality and wireless range, it's the perfect combination.

John adds, "With each of the headsets we have chosen we have recognised the ease of functionality and call clarity and quality. The wideband audio and noise-cancelling is particularly significant in a softphone environment. When we started delivering headsets we polled some of the staff for their feedback and for each the comments were how lightweight the headsets are for long-time wear, along with range of functionality and particularly the call clarity with the wideband audio. This is critical with the increase in conference calls we now have."

John concludes, "We had to clearly demonstrate productivity gains and ensure definitive cost savings in routing our communications through a unified environment. Microsoft OCS has certainly delivered an environment to do this. In parallel, the choice and flexibility of OCS certified and optimised solutions from Plantronics has allowed us to easily deliver calls and messaging, which is significant in this directive as we are proactively holding regular conference calls rather than having to travel to face-to-face meetings and in doing so missing calls or not being able to receive them while mobile. The ease in which we can route calls to our staff to suit their day-to-day working environment is already returning noticeable cost savings and we look forward to this rising in the future."

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John Porter, Service Delivery Manager for Corporate Resources, South Ayrshire Council

