



# State of the Art Contact Centre **Conwy Borough Council**







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# About

## Conwy Borough Council

Conwy County Borough Council (Cyngor Bwrdeistref Sirol Conwy) is the governing body for Conwy County Borough employing over 5,200 people. It is one of the unitary authority areas of Wales serving around 116,200 citizens.

It includes such important towns as Llandudno, Betws-y-Coed, Conway and Abergelge, and stretches down into Snowdonia national park which makes up around one third of Conwy County Borough's 436 square miles.

The Council's mission is to work with others to build on Conwy's location at the centre of North Wales and to revitalise our communities so that they can play an active part in making Conwy County an even better place to live in, work in and visit.

A significant number of people living in Conwy County Borough speak Welsh and the council provides bilingual services.

## Summary



### Customer

Conwy Borough Council



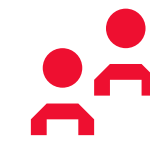
### Location

North Wales



**5200**

Staff



Serving

**116K**

Citizens



**2**

Languages



**300**

Contact Centre Agents



# The Challenge



## Legacy Technology

The council's contact centre functionality was provided exclusively via a legacy enterprise PBX system, supporting over 300 agents. Conwy decided to migrate to a Microsoft Skype for Business (SfB) environment, delivered on-premise to drive enhanced capability.



## Optimise Service Delivery

They were aware that this move meant they would need a contact centre that was capable of handling the complex needs of a busy communications environment focused on delivering optimum services levels to people across the whole borough.



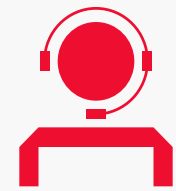
## Introducing New Technology

Skype for Business environment to be integrated with the contact centre and associated applications.





# The Solution



## State of the Art Contact Centre, working seamlessly with Skype for Business

The Enghouse Interactive Contact Centre provided by Fournet allows customers to get in touch the way they chose – whether that be text, phone, email, webchat or social media , shifting smoothly between channels and maintaining information. It combines this with intelligent routing and staff optimisation, monitoring and coaching in order to provide prompt resolution for customers and a less stressful working environment for call centre staff.

One of the key benefits of the contact centre is the concurrent licensing which has meant that Conway only needed to purchase 85 voice agent licenses to serve the entire pool of 300 contact centre agents.

Back office communications are provided by Skype for business, which gives staff multiple communication applications through a single interface using any device and from any location. As well as low cost international calls, staff have access to instant messaging, video chat and screen sharing, encouraging online meeting and collaboration. It also allows hunt groups and call flows to be programmed providing a neat way of managing calls between staff and direct to staff.

Fournet are market leaders in providing Enghouse Contact Centre configured to work on top of the Skype for Business environment so that calls can move smoothly between the two systems.



# The Solution

## Low-risk Phased Implementation

Phase one of the EICC implementation included ten concurrent voice agent licenses. This was initially deployed as a controlled proof of concept over a three month period to with the IT service desk and Single Point of Access team using the new contact centre.

Following the success of this initial deployment and after a presentation and demonstration to other council departments including Housing Benefits, Roads and Facilities and Revenue and Benefits, the council decided to increase the licensing to support a total of 85 concurrent voice agents – ten of whom also handle emails within the same queue. Conway also benefit from a Snapshot wallboard module that enables all departments and teams to monitor live call activity.

Conway Council also added Enhouse Attendant Console licenses to provide fully featured operator consoles to support their busy reception team.

## Modular Solution brings Future Proofing and Flexibility

As the Enhouse Interactive Contact Centre is a modular solution it provides additional flexibility for Conway. The core product incorporates omni-channel contact centre, operator attendant console, self-service Interactive Voice Recording and Quality Monitoring.

Conway can then add additional component and integration tools to increase functionality as requirements and budgets dictate. The contact centre was initially designed to deliver voice services with advanced (bi-lingual) IVR routing. The next steps will include building a business case for more automated services and multichannel contact such as Web Chat.

The council is also considering the Enhouse QMS recording platform to replace their legacy Red Box call recorder and particularly with the PCI DSS compliance and other feature enhancements offered by QMS such as screen recording and agent score cards.

Fournet is also actively supporting Conway's on-premises Skype for Business environment as the council looks to consolidate suppliers across its critical business applications.

## Resilience and Redundancy

The council now has 180 SIP trunks connected into two sites in their network for added resilience. Fournet also supplied and configured the Session Border Controllers into these SIP connections to act as the SIP Gateways, initially to route call traffic into both their Skype for Business platform and the contact centre.

At the same time as the rollout, the council added the EICC Redundant Server License to their infrastructure to remove any single points of failure and further reduce risks.





**"Before rolling the EICC platform out across the entire organisation we wanted to clearly understand its functionality and features and how it would integrate with our SfB infrastructure before replacing our existing system.**

**In addition to this, and to conform to guidelines set out by the Welsh Language Commissioner, the Council offers both Welsh and English services. Our colleagues at Wrexham BC had told us about the solution delivered to them by FourNet and we wanted to see at first hand how the CC platform could cope with bi-lingual queue announcements and menu options."**

**Tom Holdam**

Principal Communications Analyst







# The Benefits



## Pay-per-user

Concurrent licensing allows Conwy Borough council to purchase only 85 EICC voice agent licenses, to accommodate the entire pool of 300 contact centre agents.



## Automated Features

The new automated features significantly boosted the efficiency and productivity of their agents



## Advanced IVR Routing

Designed to deliver voice services offering bi-lingual support for citizens within the local area



## Home Working

Now have the ability to offer home working for contact centre staff for DR





# The Future

The contact centre was initially designed to deliver voice services with advanced (bi lingual) IVR routing. The next steps will include building a business case for more automated services and multichannel contact such as Web Chat.

The Council is also considering the Enghouse QMS Recording platform to replace their legacy Red Box call recorder, particularly with the PCI DSS compliance and other feature enhancements offered by QMS (such as screen recording and agent scorecards).

**"We are very happy with the enhanced contact centre functionality that migrating to EICC has given us. We are continuing to roll it out as part of a carefully planned and controlled implementation to several other council departments."**

**Tom Holdam**  
Principal Communications Analyst



# Thank you

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