

Case Study

An aerial photograph of a residential area. A large, white, rectangular building with a flat roof is the central focus. It is surrounded by other houses with grey roofs and green trees. The image is slightly blurred, giving it a sense of depth and scale.

Bury Council upgrades to CTI-Group's Proteus Enterprise call accounting solution to monitor 3,000 lines over more than 30 locations

THE CLIENT

The Bury Metropolitan Borough Council was formed in 1974 and consists of six towns across seventeen wards. The Borough is located to the north of Manchester and serves a population of more than 180,000 through the provision of a comprehensive range of services. The stated goal of the Council is to identify and respond to the changing needs of its community through the promotion and improvement of the environment, economic and social structure of the Borough.

THE CHALLENGE

Bury Council required a robust call accounting solution that could monitor, report and analyse the approximately seven million phone calls that its telecoms network handles on an annual basis over 3,000 extensions in more than 30 locations.

The Borough's main requirement for the system was that it must be able to report and analyse call traffic levels within all of the Council's departments, including council tax, housing, benefits and transport as well as the numerous disparate internal teams within these units. The call accounting system was needed to advise the communications and human resources teams when each section was at its busiest so that appropriate staffing resources could be allocated.

To meet auditory and compliance regulations, the capability to produce analytical reports was needed to ensure that the telephony network was not being used for non-Council business. The call accounting solution therefore needed to have the functionality to produce rich bespoke analysis quickly and accurately as the Council can be asked for these records at any time.

Jessica Nacarlo, Telephone Support Team Leader for Bury Council, commented: "To ensure that Bury Council is able to react to the needs of its community effectively and efficiently, we required a call accounting solution that would help us achieve the highest level of customer service. Just as we must be flexible and reactive to the needs of our population, the system needed to help us identify and forecast when certain departments and incoming call levels were at their highest to ensure our staffing levels were reflective of this."

THE SOLUTION

Bury Council first specified Proteus Enterprise from CTI Group five years ago and in the Spring of 2010 upgraded by incorporating Fraud Guard. Proteus Enterprise is designed to offer effortless and scalable call accounting from large SMEs to global businesses. Proteus Enterprise provides the Council with a user-friendly graphical front-end dashboard that is constantly updated providing real-time call information and can be accessed from a user's desktop.

It is this advanced functionality and reporting capability that allows the Council to ensure it is allocating the necessary resources to meet the needs of its communities. Proteus has allowed the Borough to forecast for regular eventualities such as higher call levels for the council tax and benefits departments at the end of the financial year. Additional examples include increased call traffic for the customer services section in the lead up to winter reporting fallen trees and lamp posts not working, as well as the Council's main switchboard and customer service centres on Monday mornings.

Furthermore, to assist the Borough in meeting its auditory requirements, all call traffic information is instantly available via automated reports that offer 'click through' and 'drill down' functionality from the main screen. Quick and easy access to historical data is also an important feature.

Proteus Enterprise offers a number of additional customer benefits including:

- Allocation and reporting on costs and usage throughout the organisation
- Call traffic measurement for optimum provision of network capacity
- Real-time monitoring for instant access to call information
- Sophisticated web browser dashboard-style interface with user-defined security levels, allowing access from any point on the Council's Intranet
- More than 60 standard report templates and a powerful filtering system
- Enables auto-scheduling and e-mail delivery of reports
- Saves money by comparing the costs of different telecom carrier's tariffs using an organisation's call data

Mrs Nacarlo added: "We have been delighted with the level of service and performance that the Proteus Enterprise solution from CTI Group has provided the Borough. From a customer service perspective, its extensive range of analytical reports allows us to ensure that staffing levels meet the needs and expectations that our community has for the Council. Furthermore, the built-in Fraud Guard application gives us the option to look into highlighting any fraudulent activity immediately, regardless of whether it is perpetrated internally or externally."

Proteus Fraud Guard continuously checks call records collected from the telephony network against a set of user-defined trigger points. Once triggered, an alert is sent via email or an SNMP trap. Typical recipients are telecom or network managers, however its advanced functionality means alerts can be sent to any individual or group of individuals, who can then react effectively to the warning. It has an extensive range of benefits, including:

- Highlights any unusual call activity such as those with long ring times, high costs etc
- Alarms give notification of telephone events that may adversely impact customer service levels, call costs and/or network performance
- Threshold Alarms have a set level (60% - 90%) that trigger a warning before the actual event trigger level is reached
- Familiar interface - easy to use, deployed quickly
- Suitable for any size organisation
- Suitable for single person management through to management of control centre environments

THE BENEFITS

Proteus Enterprise's sophisticated Report Wizard enables administrators to create and run customised reports in a matter of seconds. The simple Call Cost Calculator allows administrators to calculate the cost of calls for forecasting purposes, while running a carrier cost comparison report ensures the most cost-effective service provider is being used.

The user-friendly front-end dashboard means that functional heads within organisations can have telephone statistics delivered directly to their desktop to take ownership of telephony costs, employee productivity and network efficiency. This is a key requirement with many organisations and often sees a return on investment in less than six months.

Ms Nacarlo continued: "During our five year relationship with CTI Group, other call accounting vendors have presented their products to us but nothing that has been presented has compared to the Proteus Enterprise system's functionality, cost effectiveness or ease of use. As with any public sector service, Bury Council needs to exhibit the use of Best Practice solutions and CTI Group's Proteus Enterprise has consistently delivered this and its return on investment (ROI) has been evident throughout the past five years."

About CTI Group

CTI Group is a leading developer of telecommunications solutions for fixed, mobile and converged communications. Our applications for analytics and reporting, e-billing, interaction recording and quality management are utilized by carriers, service providers, multi national corporations and their customers around the world.