

ESPERA SUCCESS STORY

February 2012

Customer Details:

Broadacres

Broadacres House, Mount View, Standard Way, Northallerton,
North Yorkshire. DL6 2YD. England

Company Background:

Broadacres Housing Association provides a comprehensive range of services to over 5,200 homes in North Yorkshire. Established in 1993 the Association has grown both in terms of the number of properties it manages and its awareness of the needs and aspirations of its customers.

Broadacres operates under charitable rules and has a governing body of twelve volunteers including four tenants of the association.

Our Headquarters is in Northallerton, North Yorkshire. We currently have stock in Hambleton, Darlington, Spennymoor, Richmondshire, Harrogate, Redcar and Cleveland, Ryedale, Selby and East Riding of Yorkshire and Scarborough.



What we do...

Broadacres provides homes for rent, shared ownership and outright sale.

We provide a range of support services to different client groups including persons with mental health problems, learning disabilities, older persons, people with physical disabilities, those fleeing domestic violence, people suffering from alcohol and substance misuse and the homeless.

In addition, we have a home improvement agency to assist with property adaptations and repairs to enable people to continue to live in their homes. Broadacres also has a 24 hour customer contact centre used by a number of organisations to action repairs, monitor lone workers and summon emergency assistance.

Further information about these specialist services can be found under the ['Care Services'](#) section of this website.

CHALLENGE – The business challenges facing the company.

Our Cisco Call Manger system required an upgrade as the software version was end of life with Cisco. The cost to upgrade was £70,000 as a full hardware replacement was required. Broadacres already knew their long term strategy for telephony was to merge telephony further into our ICT solutions and leave a traditional VOIP handset with PABX system behind.

The upgrade cost gave Broadacres the opportunity to replace the costly Cisco solution to Microsoft Lync 2010 and embrace unified communications. The Cisco system was successfully replaced and Broadacres used Microsoft Lync to provide the business with a handset free telephony service.

The Contact Centre had historical reporting and compared the statistics for comfort that we were still delivering the same high level of service within our Contact Centre for incoming calls. However they did not have real-time information, i.e. a Wallboard to help manage the call queue with the correct number of agents available to answer 85% of calls within 20 seconds.

Broadacres Contact Centre aims to resolve a high number of calls at the first point of contact and these skilled agents have customer emails and orders to process whilst not handling calls through the day.

Broadacres were looking for a Lync Wallboard which would be simple to use and easy to install.

SOLUTION – How Broadacres and AdvaTel partnered to provide a solution.

I read about the AdvaTel solution on your website following a Google search. It seemed to be what we were looking for and following a demonstration online we ordered a trial of the system. The software came with full documentation and took two days to install (including server build time etc.). Once the software was configured the Wallboard was setup tested and live for our Contact within two more days.

RESULTS - The key capabilities of Espera and business benefits to the company.

Espera provided the real time call waiting information we were after which meant that our staff knew how to manage our different client groups better. We now knew how long callers were waiting and therefore when to complete a current call and move on to the next caller. Additionally it meant that we were far better at managing staffing with the correct number of agents logged in as required. Espera enables our staff to self-manage their time and redirect their skills as necessary.

Those in our organisation who don't actively take client calls are also able to see the real time call waiting information which means that we can help manage the agents to achieve that 85% in 20 seconds!

Espera was easy to install and configure and we were functioning very quickly.

The implementation of Espera was quick and easy, the support documentation and support staff were very helpful. In summary this was a simple solution which has added real value to our Lync Contact Centre solution.

“Espera has been simple to install and added real value to our Lync Contact Centre service...if you're using Lync Response groups, Espera works really well as a real-time Wallboard solution.” – *Chris Fawcett, Information Systems and Technology Manager, Broadacres Housing Association*

LEARN MORE

For more information contact AdvaTel www.advatel.com.au or email sales@advatel.com.au

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