



IMPROVING CUSTOMER SERVICE
AND STAFF PRODUCTIVITY
AT IDIS

IDIS chooses Alcatel's OmniTouch Unified Communications Suite to boost staff interaction and accessibility at its new contact center



IDIS is a specialist supplier of medicines to the healthcare sector working in partnership with the pharmaceutical and biotech industries and supporting hospitals and retail pharmacies to deliver a better service for patients. Having built an impressive reputation as a reliable and ethical source of medicines, IDIS prides itself on helping to provide a lifeline to patients and the medical profession. This requires the company to provide a consistently high standard of customer service, dealing with calls as quickly and efficiently as possible.

When IDIS relocated to its new headquarters in Weybridge, UK in October 2005, it decided to implement a converged voice and data network in order to link the old office with the new premises. The primary driver for this change was IDIS's 30 seat call centre which is key to the overall business, which required a greater level of collaboration between departments and customers, in order to improve the quality of customer service offered.



Primarily, the OmniTouch Unified Communications suite will enable greater real-time collaboration between staff. We anticipate that as well as improving staff productivity through improved access to information and colleagues, these benefits will also extend our customers, increasing the first-call resolution rate and ensuring that the relevant staff are always available to deal with specific customer queries.



Nick McCowen, Information Technology manager at IDIS

Challenges

- Improved collaboration between departments and customers
- Increase first-call resolution rate
- Detect and solve inefficiencies in existing system

Solutions

- Alcatel-Lucent OmniSwitch 6600
- Alcatel-Lucent OmniPCX *Enterprise*
- Alcatel-Lucent OmniTouch Unified Communications suite
 - MyTeamwork
 - MyPhone
 - MyAssistant
 - MyMessaging
- Alcatel-Lucent OmniTouch Contact Centre
- DECT
- Alcatel-Lucent Wi-Fi

Benefits

- Real-time collaboration between staff means that colleagues are more accessible
- Improved staff productivity
- Calls answered faster and more reliably
- Greater visibility of call centre information

Previously, IDIS was using call centre software deployed over separate voice and data networks, based on technology from multiple vendors. When choosing a converged solution, IDIS evaluated several offerings and opted for an Alcatel-Lucent solution, provided by Switch Communications, an Alcatel-Lucent Premium Business Partner, based on its superior integration and low total cost of ownership. IDIS is now using a solution based upon Alcatel-Lucent's **OmniPCX Enterprise IP PBX**, as well as Alcatel-Lucent's **OmniSwitch** technology and **OmniTouch Contact Centre** software.

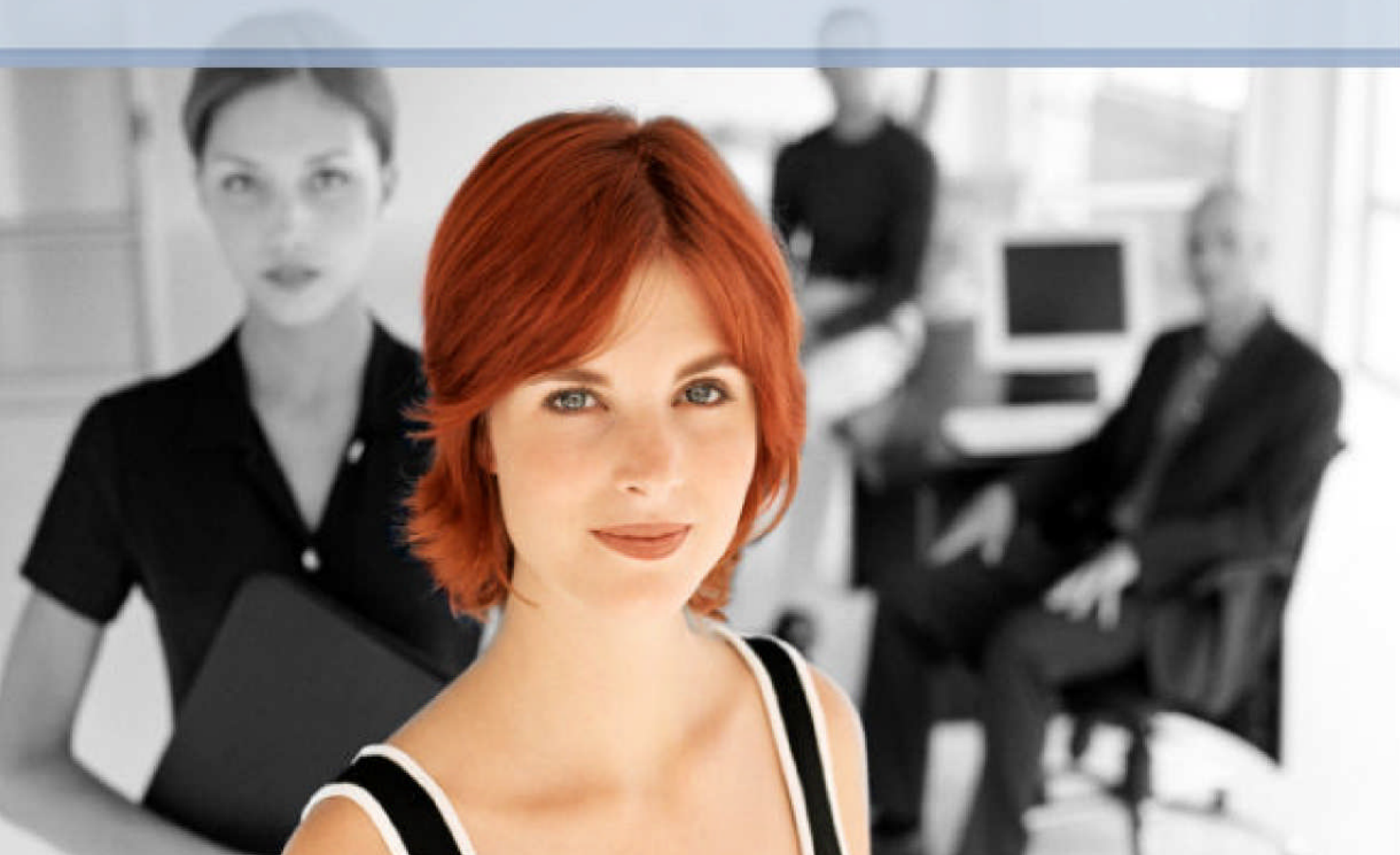
"All staff are now able to benefit from the Alcatel-Lucent OmniPCX's functionality, and the system has been flexible enough to be configured to our specific organizational needs", said Nick McCowen, information technology manager at IDIS.

"We've been particularly impressed with the call centre solution, as it has given us greater visibility of information, allowing us to highlight the areas in which waiting times are high, and introduce more resources to meet this need"

Having completed the initial phase of the rollout, IDIS is now working towards implementing a further set of tools designed to improve the speed and efficiency of interaction between the call centre and other departments. The **Alcatel-Lucent OmniTouch Unified Communications suite** has been deployed, comprising **MyPhone** - a PC telephony application that uses a web interface to provide staff with business telephony features on their PC or laptops.

MyTeamwork - a 'virtual meeting room', offering conferencing, instant messaging and presence management, so that staff can communicate at any time and in any location.

MyAssistant - a call management application that provides



staff with a single number that they can be reached on, irrespective of the device they are using.

MyMessaging - a unified messaging application with a single multimedia mailbox for voice, email and fax.

“Primarily, the OmniTouch Unified Communications suite will enable greater real-time collaboration between staff”, continues McCowen.

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Andrew Terry, Managing Director of Switch Communications adds: “We were able to draw on our close working links with Alcatel-Lucent and our rich history of installing the company’s solutions to provide IDIS with an integrated, flexible and adaptable communications solution. This is vital for organisations operating in the healthcare and pharmaceutical sectors so that often scarce resources are used wisely and investments in communications or IT projects are realised quickly.”

For IDIS, the communications overhaul doesn't stop there. Thanks to the converged voice and data network, the company will now be able to integrate its existing enterprise resource planning (ERP) system with the call centre, so that when answering calls, staff will receive screen pops containing relevant information about the caller and their relationship with the company.

This is scheduled to be complete by the end of 2006, the final phase of the three part rollout.

As Nick McCowen, Information Technology manager at IDIS explains, "We decided to go for a phased approach due to the large number of individual tasks and products involved. By doing so, we've been able to do things at our own pace, while minimising the number of problems along the way and ensuring that the day-to-day business remains unaffected by the implementation "

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About Switch Communications

Switch Communications is an independent installer of integrated communications solutions, providing a complete range of voice and data systems using fixed and mobile technologies.

Founded in 1992, the company is now one of the UK's largest Alcatel-Lucent dealers - justifying its position as a fully accredited Alcatel-Lucent Premium Partner. Today Switch Communications has expanded its offering to embrace a range of network support services, comprehensive post-sales support and training, contact centre installations and mobile communications solutions. Its priority is to deliver seamless, centrally managed projects that complete on time and to budget.