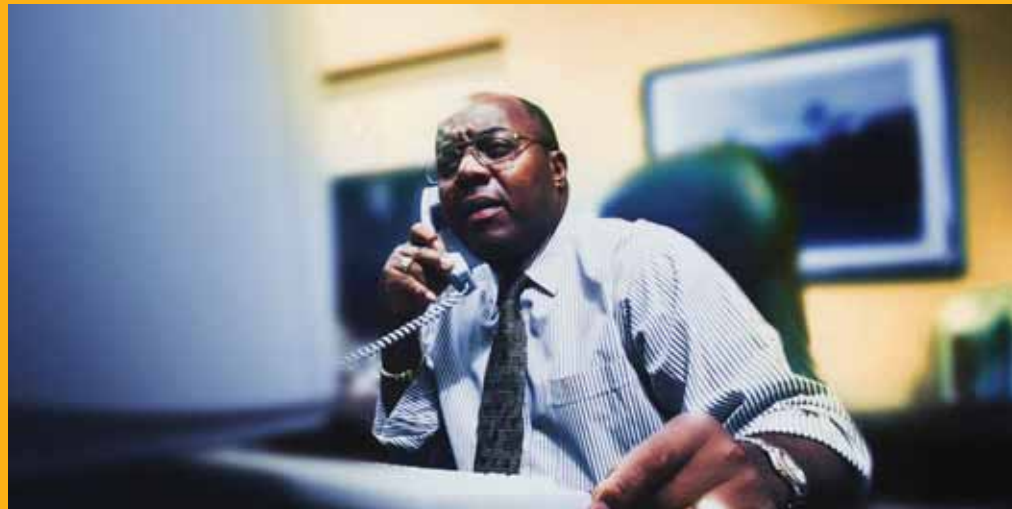




> CHARITY REDUCES CALL EXPENDITURE THROUGH COST-EFFECTIVE VOICE OVER IP

NORTEL



Case Study

Citizens Advice Bureau

"I'm thrilled to say we are saving valuable pounds thanks to the Nortel technology and improving communications between our offices."

> **Sally Salisbury,**
Bureau Manager,
Citizens Advice Bureau

The scenario

For any charity, keeping the cost of telephone calls to a minimum is a priority.

However, when a large amount of your charitable work is carried out over the phone, access to cost-effective telephony becomes absolutely fundamental to your operations.

At the Citizens Advice Bureau (CAB), the telephone is a vital channel for delivering advisory services. Yet at many of its sites, its telephony services were costly and inconvenient, as Sally Salisbury, Bureau Manager, explains: "In my local area of North Hertfordshire, staff had no direct lines. This meant that incoming calls were often transferred around different people before reaching their destination.

"We were also paying line rental per phone, and calls between sites were extremely costly."

Keen to exploit the cost and efficiency potential of Voice over IP, Sally and her team approached a number of IP telephony suppliers – including Nortel and its SMB accredited reseller, Future Voice and Data. When it showed CAB the value for money of Nortel equipment, this blew the competition out of the water: "With one box from Nortel we would be able to route calls, create personal call profiles for staff and reap all the benefits of IP telephony. This made Nortel equipment the only choice for us."

The solution

Future Voice and Data provided a comprehensive IP telephony solution based on the Nortel Business Communications Manager 50 – one for each site, linked with IP trunks – with Nortel IP Phone 2002s and Nortel Business Series Terminal T7316Es.



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Future Voice and Data also installed all the cabling required within and between the sites, transitioning CAB to the new system with less than an hour's downtime at each site due to the ease of installation.

This solution gave CAB:

- A new IP-based phone system that required nominal staff training
- A system that is easy to manage remotely
- Scalability to add new users, through functionality that can be unlocked as and when required

The results

As a result of implementing the Nortel technology, CAB has seen a staggering reduction in voice costs on inter-site calls. “I'm thrilled to say we are saving hundreds of pounds thanks to the Nortel technology,” comments Sally.

The new technology is scalable, and staff now benefit from features such as voicemail and conference calling. Thanks to the Nortel BCM, CAB has also been able to implement a single 0845 number to route all local calls to the built-in auto attendant function: “Callers can find our opening hours, speak to someone for advice, or speak to a member of admin staff. Specialist staff can select a fourth option, and enter a direct number for a specific person,” Sally explains.

Clients and funders can now access individual workers directly and leave messages – which, Sally explains, is a great improvement. “The single number for clients has helped us improve the amount of calls we can take and the switching between offices to match resources has improved access to our services.”

Indeed, so happy is the CAB with Nortel that it is now looking at the possibility of expanding the solution to a further seven sites. “The Nortel solution fulfils all of our key requirements,” concludes Sally, “We are looking forward to rolling this out across more branches of the CAB in the near future.”

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