



Case Study

A Bespoke Upgrade combines a new Telephone System with Legacy Call Recording

When your company's success depends on the productive efficiency of your call centre staff, the performance, usability and effectiveness of your telephony to seamlessly integrate with other systems is absolutely critical.

This case study outlines the experiences of a fast growing, award-winning research agency. After choosing PSU for their new telephone system, Accent gained a provider with the necessary expertise to smoothly integrate their new solution with other legacy technology and install it without downtime. Accent also acquired a solution with the extra capacity and enhanced performance needed to support their outbound call team of research agents, while further strengthening their reputation for quality.



Customer Needs

- New telephone system offering substantial user capacity and enhanced call reporting functionality
- Smooth installation with no downtime
- Integration with legacy systems
- On-going maintenance support

Solution & Benefits

- Mitel telephone system offering flexibility to expand user capacity
- Real-time call reporting features
- Knowledgeable and experienced engineers
- Quality customer service backed by Service Level Agreement

Industry: **Marketing** Solutions: **Telephone Systems, Call Reporting** Customer: **Accent**



 Cloud Computing

 Telecommunications

 Broadband

 IT Services

 Mobile & BlackBerry

Answering the need for increased capacity

Before PSU installed a new Mitel 5000 communications platform and a Mitel CSM Call Reporting Tool into their Edinburgh office, Accent was becoming concerned about the capacity of their existing telephone system, and its ability to provide the detailed call report statistics that they required.

Shakeel Mohammed, Accent's IT & Finance Manager said:

“As we grew and became much busier, it was becoming apparent that we would require far greater capacity from our telephony, if we were to meet the requirements of our rapidly growing workforce. We also needed enhanced reporting functionality, so we could more accurately assess the on-going performance of our call centre research agents and help optimise their efficiency.

Real value to the business

Having initially contacted PSU for InterTel telephone systems advice, Accent was immediately impressed by the company's knowledge, skill and professionalism.

This positive impression was further reinforced by PSU's friendly and helpful approach and their attentiveness in getting to know the company's detailed business requirements. Accent soon realised that PSU was the right company to deliver their telephone system upgrade and installation needs, after they presented them with a range of options that could best meet their performance and system integration requirements.

“PSU's patient, non-pushy, sales approach was really refreshing. Having diligently assessed our requirements, PSU quickly provided us with a series of options that would add real value to our business.

Overcoming system integration & installation complexity

Following in-depth consultation, a Mitel 5000 and a Mitel CSM Call Reporting Tool solution was chosen. Compared to many other telephone solutions available, it was one the few able to provide detailed analysis on outbound calls, at a price that was competitive. In addition, the ability to deploy a mix of digital and IP phones offered flexibility to expand user capacity.

PSU had to give careful thought to Accent's system integration and installation needs, due to the importance of other legacy technology they were using and the business critical nature of their work, where any downtime could prove costly.

To overcome these challenges, PSU devised a bespoke roll-out strategy. This plan included a process that would enable the new telephony solution to be installed, while Accent's existing telephone system was still being used, and a method for seamlessly integrating their legacy call recording software.



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Smooth installation of PSU's telephony solution

Thanks to this careful, thorough pre-planning and regular contact between PSU's engineers and Accent in the run up to the upgrade, the installation of the new telephone system was completed successfully and on deadline.



We were delighted with the installation, which went really smoothly. PSU's engineers were brilliant. They patched all our phones which allowed us to keep working throughout the installation, and were on always friendly and on hand to answer any queries we might have.

Benefiting from more flexibility and on-going support

Since it was installed, Accent has been really pleased with the performance of their new telephone solution and the on-going support they have received from PSU.

Accent have now got access to other potential benefits including:

- ✓ A more flexible communications platform – with the option on the Mitel 5000 to deploy digital or IP phones, allowing users to keep the same extension number, log-in and seamlessly make or receive calls from anywhere
- ✓ Cost efficiencies – due to the detailed and real-time report functionality provided by the Mitel CSM, for measuring individual agent activity and call performance
- ✓ Enhanced employee productivity – thanks to features of the Mitel telephony solution such as built-in number directories, click and dial and real-live statistics that can reduce the length of agent calls
- ✓ Fast effective solution support – thanks to PSU's comprehensive maintenance package that includes break-fix support from knowledgeable engineers, spare parts and quality customer service backed by a Service Level Agreement

About Accent

Award-winning full service research agency



Established in 1988, Accent is an award-winning full service research agency handling major qualitative and quantitative studies for high-profile clients. With a highly skilled and experienced team, operating from offices in London, Edinburgh and Bristol, Accent has a proven reputation for providing customised research solutions with real business benefit to anywhere in the world.

www.accent-mr.com

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