ShoreTel and Typex provide Scott & Co with intuitive technology and resilient, reliable call centre support

Challenge:

Scott & Co required a Unified Communications technology and contact centre refresh after the withdrawal of their previous vendors from the market.

Solution:

- 150 users of ShoreTel's Unified Communications system at four key locations

- ShoreTel Communicator UC client for all users

- ShoreTel Enterprise Contact Centre (ECC)

- ShoreTel Advanced Applications, providing CRM Integration

- ShoreTel Professional Services

- OAISYS Call Recording

- ShoreCare Enterprise Support maintenance programme

Benefits:

- Highly resilient, reliable, simple to use and scalable

- Migration from HP and Avaya resulted in the implementation of state-of-the-art technology and seamless integration with IBM i for their proprietary debt collection platform

- Intuitive ShoreTel technology positively embraced by workforce

- Up to 40% power reduction and temperatures significantly lowered in core and redundant data centres

Intuitive Technology, Resilient and Reliable Call Centre Support

Scott & Co is a firm of Sheriff Officers and Messengers-at-Arms providing revenue management services from 15 offices throughout Scotland, with approximately 300 employees. They have a strong reputation for service delivery and excellent performance, which has been built on the back of an unrivalled blend of centralised and decentralised services and a total commitment to quality management.

Typex Group, based in Newcastle upon Tyne, have delivered leading IT solutions since 1978. They provide strategic Unified Communications solutions where multiple facets of business communications such as IP telephony, Email, Instant Messaging, Presence and Conferencing can be integrated into a single, unified user experience and accessed through multiple devices, all in real time. Their aim is to help companies achieve unified communications, enabling employees to connect, communicate and collaborate with customers, suppliers and each other much more easily.

ShoreTel's Sophisticated Unified Communications Solutions

Typex had a relationship with Scott & Co as their existing telephony business partner. Scott & Co were left in a difficult position when their previous vendors withdrew support from the market. Realising that ShoreTel had the intellectual and manufacturing rights to that existing contact centre product, the expedient way to resolve the issue was to implement ShoreTel's Unified Communications solution.

Migrating and Modernising

Typex replaced Scott & Co's VoIP solution, migrating the telephony system from HP VCX IP Telephony to ShoreTel's Unified Communications product, which is incidentally HP's recommended replacement solution for this size of customer. They also replaced the Avaya Definity telephony system. Unified Communications solution is release 13.3 plus voice switches, gateways and handsets. It was rolled out initially at four main locations, including Edinburgh, Glasgow and Galashiels, to 150 staff.

They also implemented the ShoreTel Enterprise Contact Centre 8 solution (ECC). The contact centre was upgraded from the legacy EasyRun product to ShoreTel's ECC solution. ShoreTel had purchased the EPIC contact centre source code to create the ECC and have since made several enhancements to support the latest release of ECC, which has been managed remotely by ShoreTel engineers in San Francisco.

This work involved modernising the interface to Scott & Co's core applications running under IBM i on Power Systems. These enhancements made the Scott & Co migration a lot easier, as it effectively meant moving to a newer release of the same product family. Finally, they offered OAISYS Call Recording as a replacement for the existing Telrex's CallRex application.

Scott & Co's telecoms infrastructure is now maintained via ShoreTel's ShoreCare Enterprise Support programme.

Seamless Integration

David Lyall, Chief Information Officer at Scott & Co, has been very impressed with ShoreTel's products and the efficient project management and implementation services delivered by Typex. Lyall said,

"The go-live was totally seamless, with no issues at all. Typex implemented the ShoreTel solution very quickly and flawlessly. We had requested very compact time lines, where the ShoreTel solution had to be implemented at four major sites, within seven weeks, including the contact centre, and they surpassed themselves. The ShoreTel software products are very intuitive, so the training on the new systems only took a couple of days." Lyall continued, "The seamless integration of the OAISYS Call Recording product with ShoreTel's Unified Communications' solution, and the ability to construct fast lightweight queries and tailor access to suit business needs, has made this management tool a perfect fit for us. Above all, I like the convenience and simplicity of having combined support for the Unified Communications and the contact centre from a single vendor."

Tangible Benefits

In a call centre environment, downtime is not an option. ShoreTel's ECC solution has redundancy and virtualisation support built in. This, combined with the high availability and disaster recovery features, helps protect the call centre from WAN and system failures.

Now that the products are virtualised, there is an impressive 40% power reduction and core and redundant data centre temperatures have also dropped by a couple of degrees, which is a very significant improvement.

The Importance of High Availability

John Taylor, Technical Director at Typex Group, who project managed the installations, commented, "Scott & Co are getting the feature-rich benefits of ShoreTel's technology as well as a highly resilient solution, which is critical within a call centre operation.

Scott & Co's communications are now running at peak performance and there is also built-in resilience at each site in the rare event that the network was to fail. In addition, the functionality of ShoreTel's Unified Communication solution is flexible, practical and resourceful."

Ease of Use Increases Productivity

The ShoreTel UC Client lends itself particularly well to a younger workforce fully in step with an increasingly converged world. This cannot be said of a lot of desk-based products and it is particularly rare for a business telephony product.

With the ShoreTel UC solution, the staff at Scott & Co were happy to explore and expand their knowledge of the product after basic user training, because it is so intuitive.

Scope for Expansion

ShoreTel's UC solution will soon be implemented into the next four biggest Scott & Co regional offices. This should be a straightforward add-on, with minimal disruption, due to the scalable nature of the solution. It will also be necessary to update to ShoreWare 14 release, as well as upgrading the HP LAN and installing SIP trunking, for better resilience and integration with IBM Notes.

Taylor concluded, "ShoreTel's UC and ECC products will contribute greatly to Scott & Co's business continuity and disaster recovery planning. The ability to seamlessly integrate and offer a fully Unified Communications platform to their employees will be invaluable.

They have a comprehensive, yet entirely flexible, communications solution from ShoreTel."

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration.

With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact centre solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can't match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide.

TYPEX
GROUP

Connect. Communicate. Collaborate

Cobalt Business Exchange
Cobalt Park Way
Newcastle upon Tyne
NE28 9NZ

T: +44 (0)191 226 3777
www.typex.com