Migrant Helpline Ltd
Microsoft Lync hosted contact centre

Introduction

Migrant Help is a UK charity that has over 50 years' experience of delivering support and advice services to migrants in the UK. Migrant Help is made up of 10 local advice centres, closely linked to the Home Office.

As part of a major technology refresh, Migrant Help required a robust Unified Communications platform for the entire estate as well as delivering a state of the art contact centre service in Dover.

Microsoft Partner and systems integrator Fuse Collaboration recommended a cloud platform based on Hosted Lync, including Enterprise Voice, and Hosted Contact Centre delivered through the Fuse cloud.

Sector: Charity
Users: 190

Challenges Summary

⚑ Requirement for robust and agile communications platform.

⚑ Service to be completed within 3 months.

⚑ Need for a variety of communication tools.

⚑ No singular familiar communications platform.

⚑ Requirement for simple conferencing with an interpreter based on selected language from IVR.

⚑ Improve efficiency of the local sites, internal and external communication.

⚑ Existing analogue and digital systems restricts users.

Charity Requirements

- The lead times were incredibly short, just 3 months from requirements definition to delivery of services.

- Deliver a robust cloud based Unified Communications platform for the entire Migrant Help estate.

- The new system should replace existing analogue and digital systems and support a brand new contact centre with 30 agents for the charity.

- The 190 staff based all around the UK should have a variety of communication tools at their disposal, creating the feel of a single cohesive site rather than dispersed.

- Integrate with the new Office 365 SharePoint, Exchange and Dynamics systems.

- Reduce the amount of hardware on site, including servers, cabling and even physical phones.

- Existing numbers should be ported from existing suppliers.

- Provide advanced call routing to improve the efficiency of the local sites, internal and external communication.

Contact centre requirements

The Hosted Contact Centre should provide the following key features:

- Language based routing (15 languages).
- Audio messages should be delivered in full and clients should not be able to skip with an early key press due to regulatory messages being played.
- Route all calls to the same group of agents.
- Prioritisation of calls based on service required.
- Notify the agent of the service line/IVR option selected (screen pop).
- Ability for a caller to request a call back if no agents are available.
- Conference in a interpreter if required.
- Provide real-time wall boards for team leaders and contact centre management.
- Provide reports based on key performance criteria (KPI's).

Hosted Lync Solution

Fuse provided Migrant Help with a single solution managed through the Fuse Portal with local numbering around the UK for dial-in and dial-out PSTN access.

Michael Pettigrew, Business Relationship Manager, Fuse, says: "Migrant Help had a specific requirement to be able to easily conference in an interpreter based on the selected language from the IVR. We proposed Hosted Contact Centre to screen pop agents with the call routing information and utilise the power of Microsoft Lync for agents to simply drag and drop an interpreter into the call and create an immediate conference. Using the hosted platform, the proof of concept was tested almost immediately and reduced implementation timescales considerably. Migrant Help are now able to manage their entire communications infrastructure from a single familiar portal."

Fuse configured interactive voice response (IVR) automated routing for each of the local Migrant Help sites to handle inbound calls for the managers and advisors. Tebbs says: "This saved a lot of time in getting calls to the right people. We were also able to implement a company wide communication policy whereby outbound calls from advisors, regardless of location, present the 0808 contact centre number. The Fuse advanced call routing offered features to streamline inbound calls for the charity. This included the ability for clients to leave a voicemail, which is then emailed to a distribution group or local office"

Janice Wason, Operations Manager, Migrant Help, says: "Working with Fuse, has helped to make the transition to these new Unified Communications system much easier – there was a dedicated package of support across the Country with training being offered in situ for staff so that the system has always been live for them. It now doesn't matter which office staff work from, their systems are in place."

Benefits Summary

✓ **Fuse unified communications provides centralised cloud platform.** Deploying Hosted Lync ensures that Migrant Help have a single familiar communications platform across all sites in the UK. Inter-site communication is facilitated by instant messaging and internal voice calls instead of PSTN and Mobile.

✓ **Improved translation process.** Lync conferencing has drastically reduced the complexity and time taken to include a interpreter for both face to face and telephone advice sessions.

✓ **Productivity improves for both onsite and remote working consultants.** With the collaboration tools in Hosted Lync, including presence, users have reduced unnecessary phone calls and emails to ascertain the availability of colleagues for meetings or urgent conversations.

✓ **Cloud based solution offers flexible working.** Using a cloud based solution has enabled users to hot desk, work from alternative sites or even work from home. During the implementation phase of the contact centre, agents from other sites relocated to Dover without any configuration changes required.

✓ **Client service benefits from standardised communications system.** The disparate systems used by different sites within Migrant Help have now been replaced with a single unified system.