CHARTERED SOCIETY OF PHYSIOTHERAPY

The Society has relied on Britannic's expertise to update its Mitel estate and redesign its communications infrastructure for resilience and agility.

britannic technologies

# Stepping into the digital age with a cloud-hosted Mitel platform

Serving over 50,000 subscription members, the Chartered Society of Physiotherapy (CSP) is the profession's largest membership body in the UK. Tidying up its back office and frontline business communications has helped the Society's 150 staff to better serve members while improving management information.

Stepping out of the past

Although the Society's London HQ as well as its Cardiff, Belfast and Edinburgh offices were already operating on a Mitel estate, the poorly maintained solution and ageing underlying infrastructure required an urgent rethink to make the environment fit for the organisation's changing needs.

Andy McShane, ICT Manager at CSP, was increasingly concerned that there would be an outage if the system failed. "As it was 20 years old and the routing was so out of date, it was most likely," he explains. "Naturally, we wanted to reduce the risk of any operational disruption. The deployment of a new solution was absolutely vital to strengthen business continuity and to meet the requirements of CSP today and in the future."

Providing guidance and offering examples of best practice projects and approaches during workshops and demonstrations, the Britannic team assisted CSP in developing a solution based on actual user requirements along with a strategic road map for technology development.
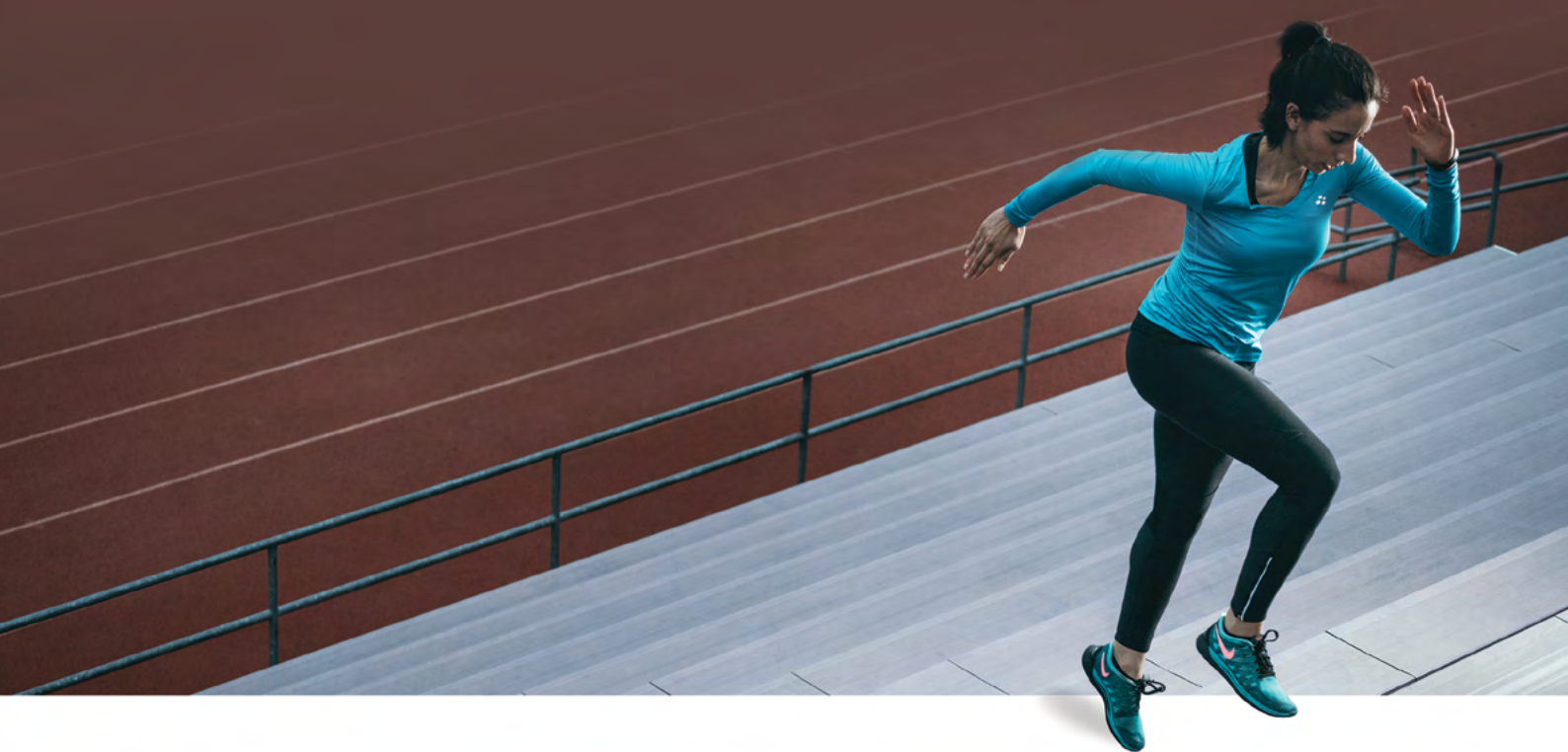
The Solution

Phase 1 of the communications overhaul saw the existing Mitel IP system reconfigured and upgraded to provide a lean, scalable and easy-to-manage platform as a foundation for CSP's new unified communications environment. At the same time, CSP migrated onto Britannic's SIP exchange platform, netX, which gives it 99.999% service availability and failover routing for business continuity.

Additionally, CSP deployed the Mitel multimedia contact centre application on the new platform in a second phase, increasing customer service efficiency and providing 50,000+ members with easier access to CSP services.

Inbound enquiries, which are centrally handled at HQ, and agent performance can now be assessed with real-time and historical data in customisable reports, to highlight training requirements and aid workforce scheduling.

The Technology

Mitel

Mitel's MiVoice Business Platform - Full VoIP services, auto attendant, unified messaging for fast collaboration and cost-effective digital trunking.

MiContact Center

MiCC Enterprise offers the full multi-channel experience by routing, voice, email, chat, SMS and social media. Seamless growth, feature extension, UC integration and mobility support.

netX

Britannic's carrier-grade SIP exchange with native Mitel support optimises CSP's line resource and provides resilient routing.

Safe in the Cloud

Hosted in Britannic's private cloud, the solution connects CSP's London HQ directly to the failover data centre in Enfield and cross-connects into the data system in each regional office, effectively augmenting disaster recovery with multiple routes.

CSP's communications infrastructure is delivered as a managed service allowing the organisation to benefit from specialist technical skills and the latest software releases without further outlays.
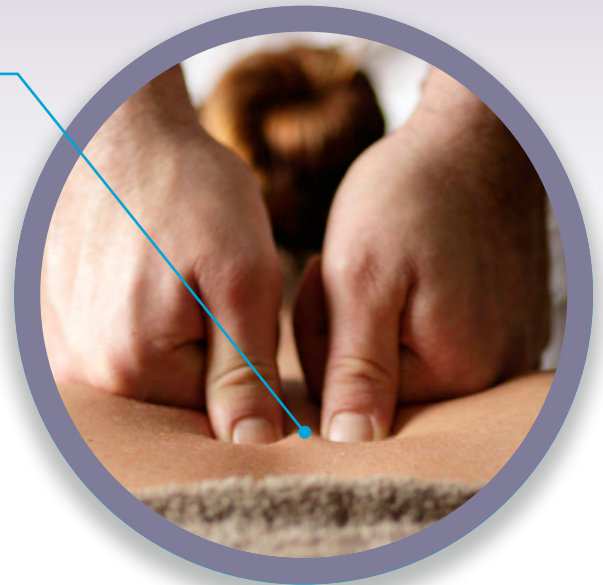
" "Working with Britannic has been very refreshing. From the new platform we will be able develop new services that advance internal and external communications, simplify business processes and improve the service we provide to our members."

Andy McShane,
ICT Manager,
Chartered Society of Physiotherapy

The Results

Operationally, the Society's revamped unified communications solution facilitates faster information exchange and collaboration amongst office-based and remote staff while the new contact centre supports intelligent customer engagement across digital channels.

Technically, the move into Britannic's cloud has resulted in a stable and adaptable communications infrastructure that will flex as the organisation evolves.

99.999%

Service availability in Britannic's cloud

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One future-proof platform for all business and customer communications

50,000+

Society members

LET'S SHARE SOME IDEAS.

01483 242526

hello@btlnet.co.uk