



## CHALLENGE:



- BSW Heating's customer base expanded by almost 200% in eighteen months, which put a lot of strain on many of the business areas, principally the telephony system. They needed a more efficient, bespoke solution to meet increasing customer demands.

## SOLUTION:



- A ShoreTel Unified Communications (UC) platform
- ShoreTel Workgroup, delivering Automatic Call Distribution (ACD) to agents
- Workgroup Supervisor Communicator Access, allowing call centre supervisors to monitor queue and agent activity, such as silent monitoring, coaching and intercepting calls
- Workgroup Agent Communicator Access, enabling Automatic Call Distribution functions
- Oak Reporting and Wallboard applications

## BENEFITS:



- Resilient and reliable, enhancing the customer service offering
- Easy to use and manage so it has been fully embraced internally
- ShoreTel Communicator provides a simple to use, integrated directory

# Cranberry provides with an efficient, customer-centric ShoreTel UC platform

### Background

BSW Heating is a leading provider of social housing gas repair and maintenance services, catering for all types of domestic and commercial heating requirements. Their award-winning responsive repairs procedures deliver the highest quality of service with maximum efficiency, 24/7.

Cranberry was the existing telephony provider for BSW Heating, managing a legacy Nortel telephony solution. In 2009, Gulshan Singh took over the IT department after nine years within BSW Heating's Operations department.

At that time, BSW Heating was looking after 38,000 properties which rose to 74,000 properties in just eighteen months. They currently have almost 90,000 homes under contract throughout London and the South East.

### The main drivers for change

BSW Heating's legacy telephony solution was not the most appropriate contact centre solution for their increasing customer service demands and it was also putting unnecessary strain on the IT budget. In 2012, they implemented another ISDN to give them sixty additional channels but it was still not enough to counteract the rapid expansion.

Cranberry recommended the ShoreTel UC platform and BSW Heating was reassured that ShoreTel was the provider with the most suitable products to meet their specific needs. Their additional objectives were to have business continuity and disaster recovery in place and a solution that would still allow ISDN30 to work when they moved to an IP telephony solution, thereby avoiding changing the entire telephony system.

### Ease of transition to a UC platform

The ShoreTel UC platform was implemented in 2013, with a WorkGroup Agent licensor for 75 agents and 160 phone extensions. The training was done by splitting the users into two groups, with five or six staff trained more intensely on the product, to provide additional help when necessary.

The Communicator provides an easy to use, integrated directory so users do not have to remember individual extension numbers, and you can see if there are missed calls or if someone is on the phone.

### Tangible Results

Gulshan Singh, IT Manager at BSW Heating, said, *"The ShoreTel UC platform is very simple to manage and the Communicator makes life much easier. It is quick, efficient and saves time for the contact centre agents as they rarely have queries or issues about how the system works. We are definitely seeing a tangible return on investment from the ShoreTel UC solution."*

### Next Steps

BSW Heating are currently considering upgrading the ShoreTel Workgroup solution to the ShoreTel Enterprise Contact Centre solution to enable skill based and service based routing of calls to agents, in addition to the sophisticated real-time management and reporting platform that the ShoreTel ECC provides.

Call recording is also on the shopping list in the next few years. They plan to move away from ISDN completely and upgrade to SIP trunks to reduce costs and provide greater flexibility.

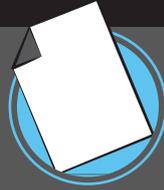
# The communications platform for small and medium business, connecting people simply, wherever and however they choose.



ShoreTel's award-winning on-premises IP-PBX solution and cloudbased hosted phone system eliminate complexity and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources.

1874:

**ALEXANDER GRAHAM BELL** created the Telephone



1996:

**SHORETEL** was founded from a clean sheet of paper



2007:

ShoreTel was listed on the **NASDAQ** - No debt & positive cash flow



**FACT: SHORETEL IS THE FASTEST GROWING ALL IP SOLUTIONS PROVIDER**

- SYNERGY RESEARCH DATA

2013:

ShoreTel released **THE DOCK**



2012:

ShoreTel acquired **M5 FOR \$146 MILLION** and began developing its Cloud Solution



2010:

ShoreTel acquired mobility provider **AGITO FOR \$11.4 MILLION** - and ShoreTel Mobility & BYOD was born. A platform that is PBX agnostic



*"When I first saw the ShoreTel docking station I was blown away by the thought of having my information management tool and my communications tool in one. This new way of working is the new paradigm for today's effective information worker. I remember 15 years ago talking about the concept of employees being able to take their communications command center with them and have a true virtual office."*

**MARK LENCIONI, SENIOR MANAGER IS ENGINEERING AT BROWN AND CALDWELL**

2015:

ShoreTel released Cloud in **EMEA**

*Everyone talks about Hybrid as a strategy, but ShoreTel's strategy is "Choice and Flexibility". We will be the only communications organisation to have a single user GUI irrespective of system use, CPE or Cloud. No one else has this other than those whom virtualise their existing CPE, which is not really cloud.*

2014:

ShoreTel released **CLOUD SOLUTION IN THE US** - SaaS-Hybrid Cloud Unified Communications on Demand - (142,000 seats end of 2014)

2014:

**SHORETEL 14.2** allows companies of all sizes to deploy in a virtualised environment. Customers can mix and match hardware and virtual appliances for highest reliability and scalability and lowest cost



**"SHORETEL IS STRAIGHTFORWARD TO USE FOR BOTH USERS AND FOR TELECOM STAFF. WE HAD PAYBACK ON THE SHORETEL SYSTEM THE DAY WE MOVED IN."**

- DON MCGILL. CNET

## 3 IMPORTANT UC TRENDS IN 2015

### HOSTED UNIFIED COMMUNICATIONS

According to Infonetics Research hosted PBX and UC services have grown around 15 per cent in 2014, and are set to reach \$12 billion and 62.6 million seats by 2018

### FLEXIBLE WORKING

A recent study by Citrix and the Centre for Economics and Business Research (CEBR) found that better utilization of flexible working practices could boost the UK economy by up to £90 billion, by improving employee productivity, allowing parents and carers to rejoin the workforce, and taking commuting costs and time into account.

### BYOD

with 15 per cent of workers admitting to not telling their boss that they use their own device at work, 2015 will increasingly see IT departments embrace BYOD

