The Wise Group

Increased functionality, greater productivity, and precision management wins over social enterprise

Headquartered in Glasgow, United Kingdom

with projects across Scotland and throughout the North East of England, The Wise Group needed to refresh its communications infrastructure with a solution that was flexible enough to suit their ever changing business needs, integrate tightly with the Microsoft stack of back-office and desktop solutions, and support some of the latest Microsoft offerings. In the past few years it had become increasingly apparent that they had outgrown their out-dated Voice over IP PBX infrastructure which had proven difficult to integrate with their decision to utilize as many Microsoft solutions moving forward as possible.

The Wise Group

- *Headquarters in Glasgow, United Kingdom*
- *Community focused projects*
- *Founded in 1980*

Business Challenges

- *The Wise Group needed to move from an outdated, legacy PBX to a more flexible solution based on the Microsoft stack that could suit their ever changing business needs while leveraging Lync and Office365.*

Solution

- *The Wise Group deployed an integrated solution designed, implemented, and supported by the reseller based on Microsoft Lync and MiContact Center for Microsoft Lync.*

After reviewing several vendors, the company chose a Microsoft Partner to deploy the first Lync-based contact center in Scotland using Microsoft Lync Server 2010 and MiContact Center for Microsoft Lync. This addressed the problems facing The Wise Group as it continued to grow: the ever-changing need for smaller offices and remote working solutions while continuing to drive productivity in a contact center with an ever-increasing call volume. The solution gave them many benefits, including diverse and flexible deployment options for short-term offices, improved contact center management and reporting, increased agent productivity and call handling, and ultimately, improved customer satisfaction.

Mitel®

Powering connections

SITUATION

Founded in 1980, The Wise Group is focused on changing lives - helping people gain new skills and get off of benefits and back into work, regenerating communities, working to eliminate poverty, and trying to create a greener society. With projects across Scotland and North East England, the company has over 150 employees, with 40 agents in various contact centers and offices dispersed throughout the United Kingdom. While the company is commercially focused, all profits are re-invested for the benefit of the people and communities they work with. The Wise Group works in partnership with public, private, and third sector organizations to meet shared goals and make a positive impact on society.

In 2012, The Wise Group realized that they had grown to a point that they needed to reconsider their communications infrastructure. While the company had been an early adopter of Voice over IP telephony, their legacy PBX did not easily integrate with their vision of the future, which was to invest heavily in the Microsoft stack of business productivity applications and infrastructure. Other key factors were the lack of a truly unified communications solution and integrated contact center suite of applications.

Faced with continual company growth, a growing need for small, short-term offices, and remote workers, The Wise Group realized that their new communications infrastructure needed to be flexible and scalable enough to support them in the future. Not only did they need a communications system that could unify all lines of business, but they needed a system that could unify their increasingly dispersed workforce. Once The Wise Group reached out to a communications provider based out of London, England, they knew that they had found a partner that could provide them with a solution tailored to their specific needs.

SOLUTION

After investigating several unified communications systems, The Wise Group ultimately decided on a Microsoft partner to install, deploy, and support a Microsoft Lync Server and MiContact Center for Microsoft Lync infrastructure. "The reseller worked closely with us to properly identify our needs and they did a fantastic job positioning and deploying Lync and MiContact Center to meet our specific challenges, especially our constantly changing work environments and remote working," said Barbara Ferguson, ICT Manager at The Wise Group.

Results

Improved contact center management and reporting

Increased productivity of contact center agents

Improved customer service

The Wise Group chose Lync for its flexible and dynamic feature set: the application integration with the Microsoft Active Directory , Outlook, Office, and Sharepoint and Office365; the ability to unify all communication channels and a rich mobile client; and the ability to easily roll out "pop up" offices as their business needs without requiring new phone systems and phone lines.

After determining that their legacy contact center solution was incompatible with Microsoft Lync, the reseller helped The Wise Group decide on MiContact Center for Microsoft Lync. MiContact Center for Lync was chosen for its "ability to easily integrate with the Microsoft stack while giving us a fully functioning contact center with the tools needed to increase productivity and better manage our customer interactions. The fact that MiContact Center was more than just native to Microsoft Lync and so heavily integrated with both our back-office Microsoft infrastructure and employee desktop solutions was a big selling point for us," said Barbara. Unlike the majority of its competitor solutions, Mitel's award-winning MiContact Center for Microsoft Lync moves beyond native call control to be a true, end-to-end Microsoft-based solution, with tight integrations into both back-office and desktop applications.

With an ever-increasing number of incoming calls, The Wise Group recognized the need for an efficient, full featured contact center solution, which is the other reason they chose MiContact Center. Within days of being deployed, MiContact Center for Microsoft Lync had The Wise Group's contact center operating more efficiently than ever. "The Mitel solution is so tightly integrated with the applications our employees use daily that our contact center was up and running in no time," said Barbara. "Call volumes have been far easier to manage since the software was implemented due to better management of call handling and increased agent performance and this has minimized the number of abandoned calls experienced by our contact center. Ultimately, MiContact Center has led to an improvement in the way we interact with our customers and overall customer satisfaction."

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Barbara Ferguson, ICT Manager
The Wise Group

BENEFITS

With Lync Server and MiContact Center for Microsoft Lync, The Wise Group was able to migrate to a future-proof unified communications system while benefitting from a full-featured contact center solution that enabled them to make full use of the Microsoft stack of infrastructure and application solutions, simplify management, increase employee productivity and customer satisfaction, and easily scale their business as the company grows.

EASE OF INTEROPERABILITY WITH MICROSOFT BACKOFFICE AND DESKTOP APPLICATIONS

MiContact Center is the only true, end-to-end contact center today that utilizes both Microsoft back-office and desktop solutions. Call control is natively delivered through the unified communications and Voice over IP architecture of Microsoft Lync Server 2010/2013 platform and user accounts are managed though synchronization with Active Directory. Customer interactions are delivered to agents through the Lync client while reports are powered by SQL Server and Microsoft Reporting Services and delivered through Excel. On top of this, all real-time and management tools are based on familiar Microsoft Office applications, making the Mitel solution intuitive and easy to learn, leading to a rapid return on investment for The Wise Group.

SIMPLIFIED DEPLOYMENT AND SCALABILITY

As a company whose sole purpose is to assist local communities and society in general, The Wise Group often found themselves needing to deploy small, short-term offices and required employees to be able to work remotely to keep overheads to a minimum. With Microsoft Lync and MiContact Center, The Wise Group was able to provide new functionality to allow for greater levels of connectivity both within and external to their organization. Leveraging Microsoft Lync's Voice over IP infrastructure, they were easily able to roll out new business locations while providing their agents with access to the Contact Center for Microsoft Lync applications through Virtual Private Network capabilities.

IMPROVED CALL HANDLING AND CONTACT CENTER PERFORMANCE

Prior to using MiContact Center, The Wise Group had difficultly handling their call volume, which at times rose to 15,000 calls per month. Through Mitel's unified ACD desktop experience, supervisors have taken control of calls in queue, enabling them to better manage calls on hold and lower the percentage of calls abandoned.

INCREASED BUSINESS INTELLIGENCE AND IMPROVED CUSTOMER SATISFACTION

With MiContact Center for Microsoft Lync, The Wise Group has been able to improve the quality of its customer interaction through increased business intelligence. With out-of-the-box reports covering all aspects of their contact center, not simply call performance and volume, they have been able to better manage employee behavioral and work patterns. This has helped them improve and maximize the services The Wise Group provides to their diverse client base.

ABOUT MICROSOFT LYNC SERVER

Microsoft Lync is an enterprise-ready unified communications platform. Lync connects people everywhere, on Windows 8 and other devices, as part of their everyday productivity experience. Lync provides a consistent, single client experience for presence, instant messaging, voice, video, and a great meeting experience. With Lync 2013 users can connect to anyone on Skype, enabling rich communication with hundreds of millions of people around the world.

MICONTACT CENTER FOR MICROSOFT LYNC

MiContact Center for Microsoft Lync is a modular, integrated software suite developed exclusively on the unified communications and Voice over IP architecture of the Microsoft Lync Server platform and Lync desktop client. Supported for both Lync 2010 and 2013, MiContact Center leverages these capabilities and combines them with a full-featured Automatic Call Distributor (ACD) and comprehensive management applications, enabling agents to provide superior customer service through instant access to key subject matter experts, support teams, and business intelligence across the enterprise.

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