

Transform the efficiency of your organisation with new communications technology Case Study – Video Transcript

Central Telecom has 22 years of experience of delivering cutting edge technology to the private and public sector, from blue chip companies to local authorities. They offer they latest tailored communication solutions to an array of clients throughout the UK and in Europe.

[Subtitle: Andrew McDougal – Managing Director Central Telecom]

Over the last ten years we at Central Telecom have become a trusted advisor to many public sector and authorities where we are providing three and five year maintenance agreements and managed service agreements and solutions, to the point of where it now accounts to 15 to 20 percent of our business.

What we've found recently, public sector are particularly innovative in taking some of the solutions for home worker, road worker and mobile worker, and some of the new green initiatives that they're taking forward and implementing.

[Subtitle : Neil Sibson – Product Development manager, Central Telecom]

Here at Central unified Communication is all about making life easier for people. It means whatever the communication channel you're trying to use, whether it be voice, whether it be video, whether it be text messaging or instant messaging, that kind of capability should be available easily to people without a lot of fuss. Adding presence into that mix means we can see peoples availability and we can find out before we try and reach out and make that phone call to find people are engaged or we're getting routed to voicemail, we can see whether people are available to use, pretty much real time. So enriching that mix bringing CRM into the picture. CRM in the public sector is a particular challenging environment because there are so many different back office systems around. Our role in life is to try and help people bridge those things together, integrate where necessary and so really deliver a unified experience both for the agencies and in the contact centres and also the citizen.

We've expanded our range of products and services at Central Telecom to provide managed service capability, we're providing a wrap around people solution, so that they've got one place to call effectively. With the advent of technology becoming more and more complex people are looking for people that provide that 'one stop' so that we can resolve problems whether its on the LAN, on the telephony, on the mobile side. With increasing integration of these technologies, we don't find that there are many people that can do that in the market place currently.

[Subtitle: Calum Ferguson – Head of Operations, Central Telecom]

Managed Service for Central Telecom is allowing the public sector availability to a highly skilled resource. That resource is built into our Network Operations Centre which is centrally held but is also a pool of field engineers which will be available for the public sector and other clients to

access. That service is brought to the customer in a way that allows them to focus on their core deliverables within their organisation and allows Central to take away a lot of the pain points. The pricing model that we use allows our clients the flexibility to understand exactly how the cost model is going to work. That flexibility gives per user pricing, which means that as the business or organisation such as public sector grow their requirements, that growth pattern can be met within the cost model for managed service. However should that requirement change and reduction in that particular area required again the cost model will reduce and the cost of business will be reduced with that.

Central Telecom have recently acquired CSP Solutions, which is a consultancy company, effectively providing total independent advice on communication technology. We've worked with CSP for seven years, we had a great relationship and we thought it was a great opportunity for both businesses to give us a professional services arm and us to be able to give advice to our customers

[Subtitle: David Hopkins – Managing Director, CSP Solutions]

CSP Solutions was recently acquired by Central to really bolster their professional service and consultancy capabilities to their clients, CSP obviously has through eleven years extensive experience in doing that and we can really leverage the experience within the private sector and more recently our experience in the public sector to where central are at the moment and help them deliver their optimum technology capabilities to the end clients and the ultimate market place.

What we're finding with the Climate Change bill and other legislation, is driving the behaviour of people looking for innovative ways of saving on energy and emissions and a lot of the technology we're providing at Central Telecom helps in these circumstances.

So on the green issues people are increasingly looking to use unified communications to allow people to work from home so they are not having to travel, pointlessly into different office buildings, across different estates. So that ability to kind of give people the same facilities wherever they are, whether they be on the move, whether they be at home or in the office is particularly important in this sector. One significant example of where we can make real hard bottom line savings, is in the ability of the modern systems to be able to turn off IPN points. So large contact centres or large office buildings, we can actually manage the availability of IPN points, reduce the amount of electricity being consumed out of hours, which can be really significant.

Central Telecoms see developing our relationship further with local authorities, the public sector, to be able to deliver solutions to improve the service to their citizens. Using innovative technology, our market place is very very dynamic, there are new products and services coming out all of the time, we use very often a case study of where we've put this technology before, sometimes even in our own business, so where we can bring people in and show best practice and how to use the kind of technology we can sell.