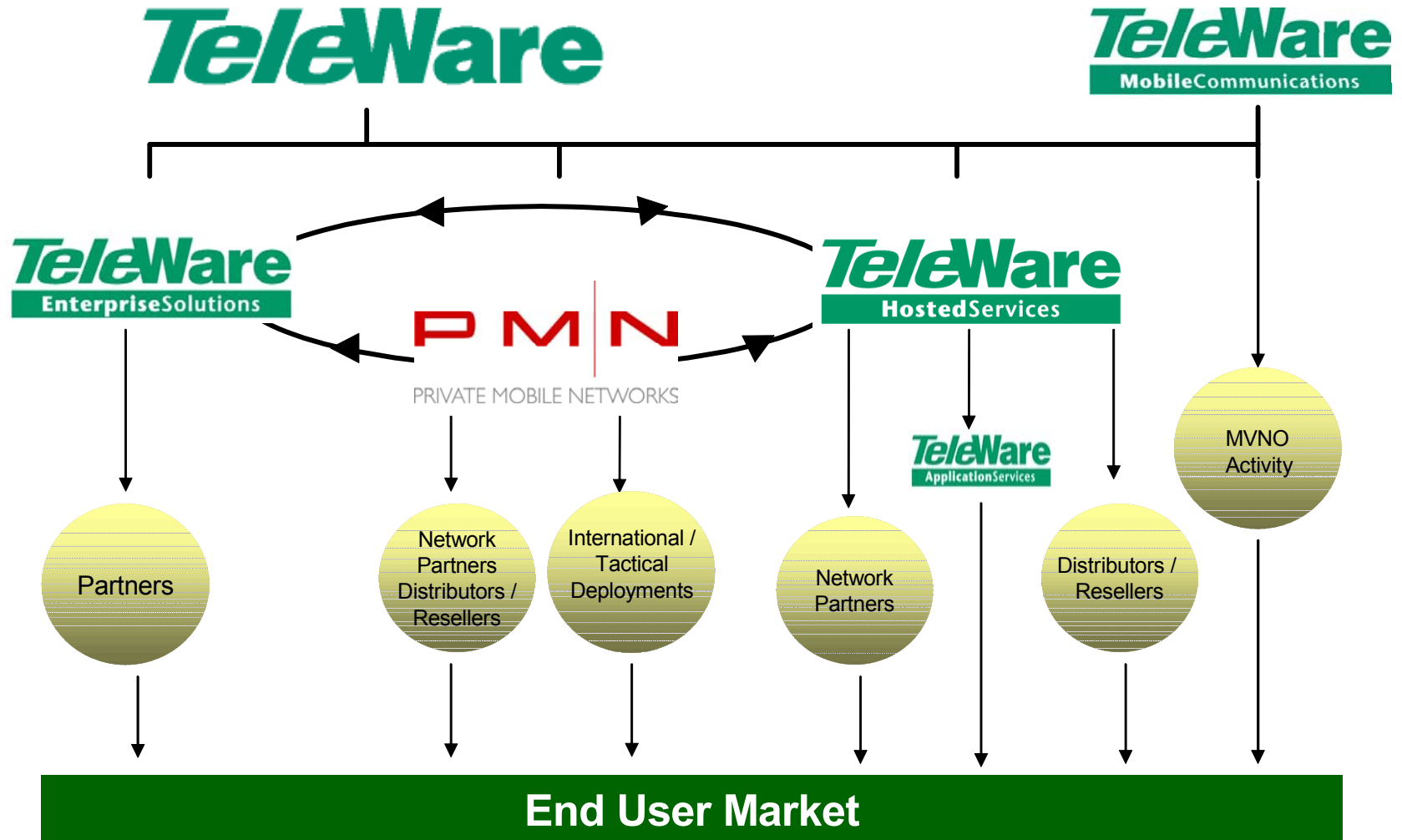


Enabling Mobile and Flexible Working

Lesley Hansen and Jason Foxtton
TeleWare plc

Who are TeleWare



Key Points for this workshop

- **The role of personal numbering to increase workforce contact ability**
- **Intelligent use of alternatives to increase responsiveness and manage workers' time effectively**
- **Building and managing a dynamic and virtual team over the wide area**
- **Presence information and the productivity of the mobile or location independent worker**
- **The mobile phone as a cost effective part of a mobile workforce strategy**

Key Points

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Personal Numbering

- **Aim - increase workforce contact ability**
- **Offers individuals their own 'virtual' personal number**
- **Ensures they can be reached on it irrespective of location**
- **'Here and now' registration to an almost limitless number of telephone handsets**
 - Internal, external, fixed or mobile
 - On any network at any worldwide location
- **Switch independent with integration to the leading digital and IP PBX's**

Cost Saving from Personal Numbering

- **Ease of dynamic registration**
 - No need to disclose mobile, home or alternative office numbers
 - Caller only needs to try one number
 - Reduces or even eliminates need for PBX moves and changes at a cost of around £50-150 each
 - Provides a 'business as usual' solution, even if an office building experiences a loss of services or an evacuation
- **Registration to any telephone on any network at any location**
 - Flexible working practices, hot-desking & homeworking can dramatically save average UK annual floor space costs of £8,000 per workstation (£15,500 in London)*

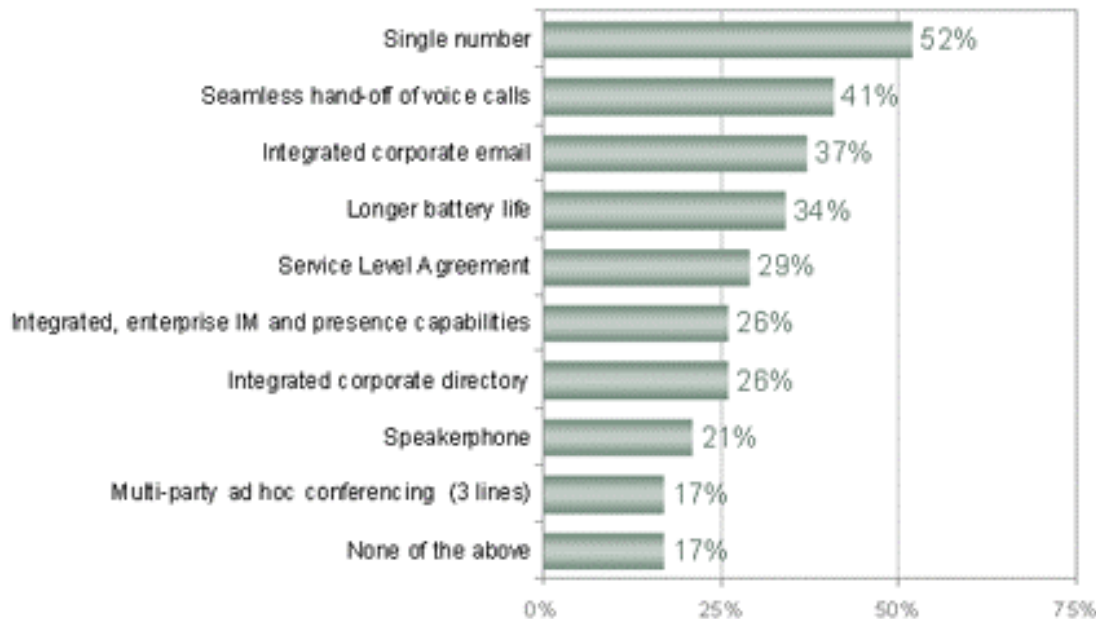
Cost of office accommodation survey 2002*

Demand for Personal Numbering

SAGE/CMB MARKET PULSE

Q:

For which of the following Fixed-Mobile Convergence features and capabilities, if any, would your organization pay a 15% premium?
(select all that apply)

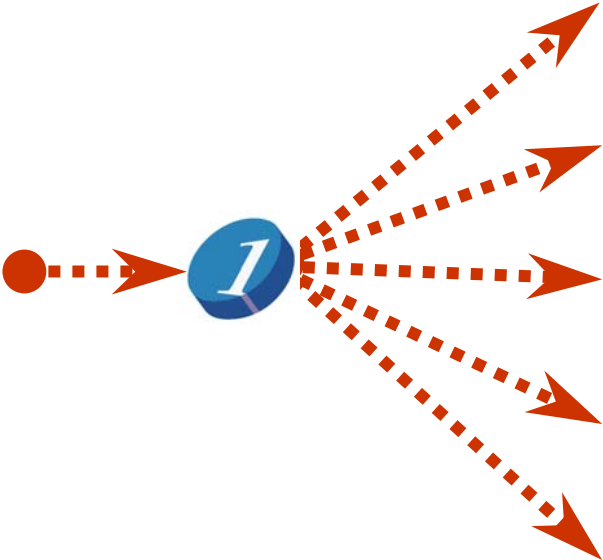


Base: 106 IT decision makers from companies with 1,000 or more employees

© 2006, Chadwick Martin Bailey



incoming call



internal extension

temporary work location

remote office

mobile

home telephone

just doing this improves contact ability

The Value Proposition

- **Proven approach**
- **Flexibility to adapt to your situation**
- **Lower corporate mobile phone bills**
- **Reduced office overhead costs**
- **Fewer moves and changes**
- **Increased customer satisfaction**
- **Improved customer retention levels**
- **Improved operational efficiency**
- **Increased staff effectiveness**

Key Points

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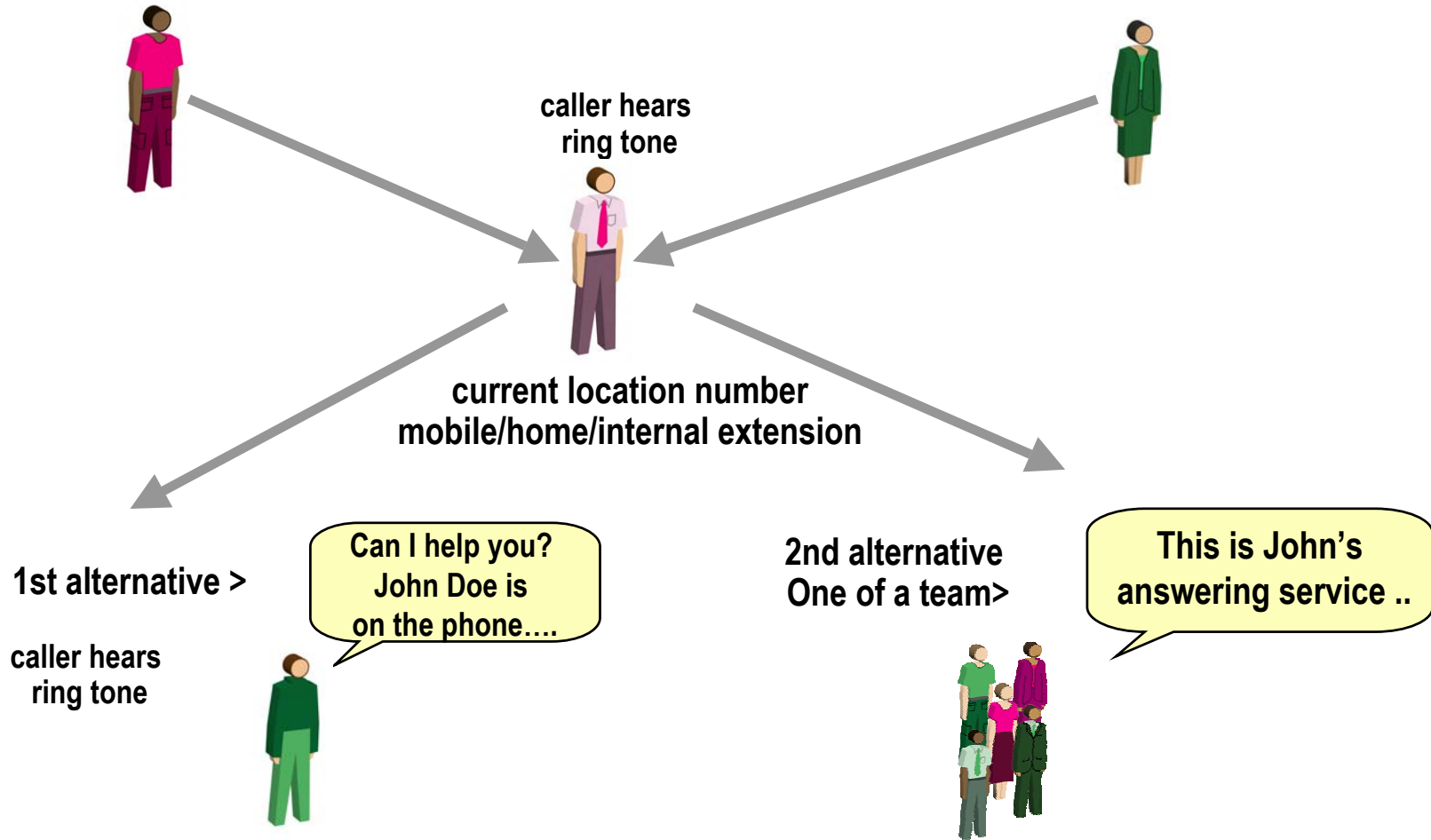
Alternatives

- **Aim:- increase responsiveness and manage workers' time effectively**
- **Build upon intelligent Number (iN) features**
- **Increase contact ability through addition of alternatives**
 - Manager/secretary working
 - Teamcall
- **Dramatically reduce abandoned call rates**
 - by more than 50%

Location Independent

Customer dials your office DDI number

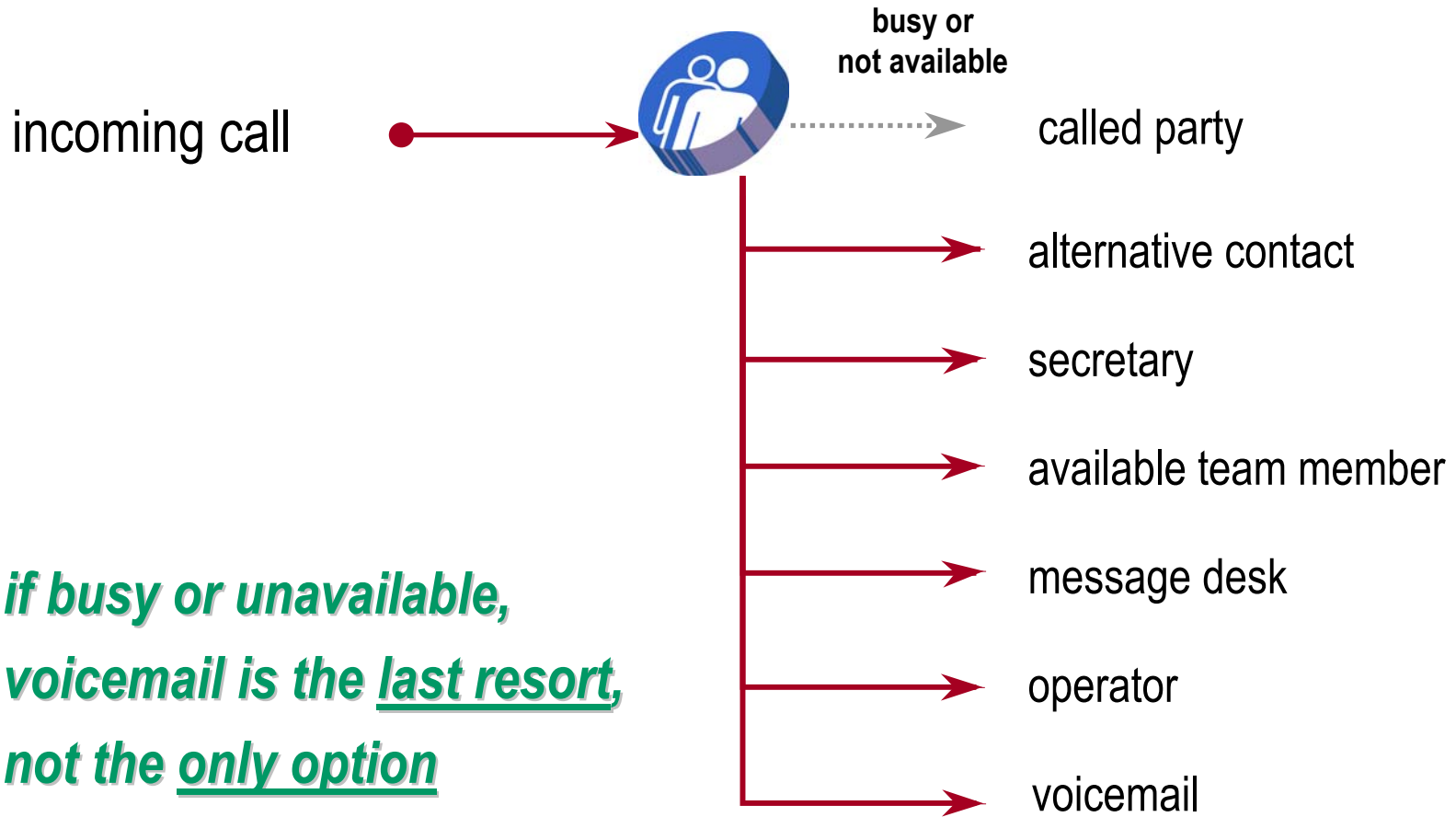
Internal extension
User dials your virtual extension



Manager Secretary Working

- **Provides secretarial filtering of a manager's calls**
 - All calls to the manager's iA number can be automatically routed to the secretary
 - On answering a call, secretary is informed call is for the manager and may greet caller appropriately
 - Secretary has the ability to transfer caller
- **'Whisper transfer' – manager name is announced to the secretary receiving the call**
 - One secretary can support multiple managers
- **Device independent**
 - Secretary not limited to a specific console/location

- **iA user can register to any number of teams simultaneously**
- **Team mailbox facility when all team members are busy or unavailable**
- **Choice of two call distribution patterns**
 - Circular - team members contacted in the order they register
 - Linear - team members allocated an order within database and calls are always placed in this order
- **‘Whisper transfer’ – team name is announced to the member receiving the call**



The Value Proposition

- **Customer Satisfaction Increases**
 - Successfully routed call rates from 19% to 55% or more
 - Ensures more calls are answered first time
 - Callers never encounter 'busy' or 'ring no answer'
- **Control of call maintained until successfully placed**
- **Cuts time spent by staff in call backs and collecting messages**
- **Reduces the number of call back charges**
- **Dramatically reduces 'voicemail jail'**
- **Lets voicemail be used as a last resort, not the only option, when staff are unavailable, busy on another call or don't answer**

Key Points

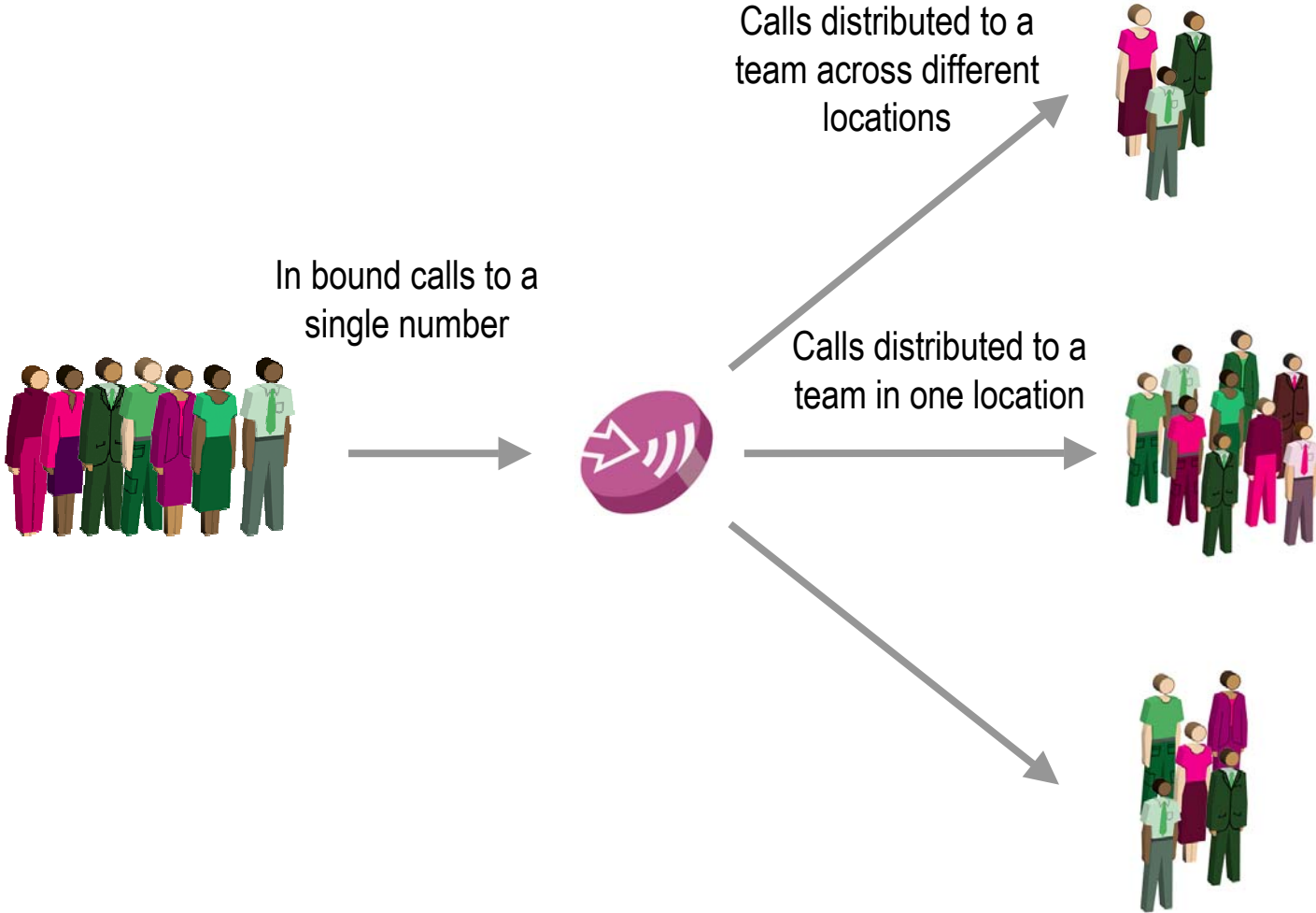
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Extending Team Number with Contact Centre Features



- Provides call queuing, intelligent call routing and call distribution to any contact centre agent or team member regardless of physical location
- Provides a wide range of real-time management information and statistical data available for display on wallboards or PC
- Provides historical reports giving summary and detailed information on the performance of agents and teams
- Includes support for a 'call me' contact request option on a company website

Call Queuing To A Wide Area Contact Centre Team



Basic Contact Centre Capabilities

- **Automatic call distribution (ACD) features can be introduced or enhancements made to those already available on the customer's PBX**
- **Provides dynamic call queuing, position-in-queue, service announcements and music-on-hold**
- **Options for creation of IVR and auto attendant routines, for development of CTI applications linking to company databases and for recording of calls**

Features include

- **Agent availability**
- **Longest available agent**
- **Wrap-up time**
- **Wrap-up interrupt**
- **Wrap-up cancellation**
- **Busy interrupt request**
- **Call notify (screen pop)**
- **Queue phrase recording**
- **Call announcement**
- **Breakout to voicemail or operator extension**

intelligent 
Contact Centre

Management Information

- **Real time statistics package provides a wide range of management information relating to call flow**
- **Includes statistical data on routing, queuing and other services used**
- **Real time information on queue lengths, answer times and agent availability**
- **Available on display wallboards, via browser or on a networked PC**
- **Choice of dynamic graphical displays**
- **Choice of alarms and alerts using a variety of delivery methods**
- **Historical reports provide summary and detailed information on the performance of users and teams, voicemail usage and system channel utilisation statistics**

Extending the Capabilities

- **Gives additional functionality for voice portals and customer self-service options**
 - Automated stock enquiry
 - Product ordering
 - Ticket purchasing
- **Use to produce IVR (interactive voice response) and automated attendant routines**
- **Develop routines to front-end to iCC or to any 3rd party contact centre / ACD system**
- **intelligent call routing, queuing, messaging & information services & call connection for receptionist assistance**

intelligent 
App Builder

Call Recording

- **Ability to retrieve and review the contents of previous telephone calls into a contact centre**
- **Can serve to understand the customer experience, resolve disputes and help identify staff training needs**
- **Flexible configuration**
 - Record all calls
 - Record all calls to individual users by class of service
 - Record calls to individual users on demand

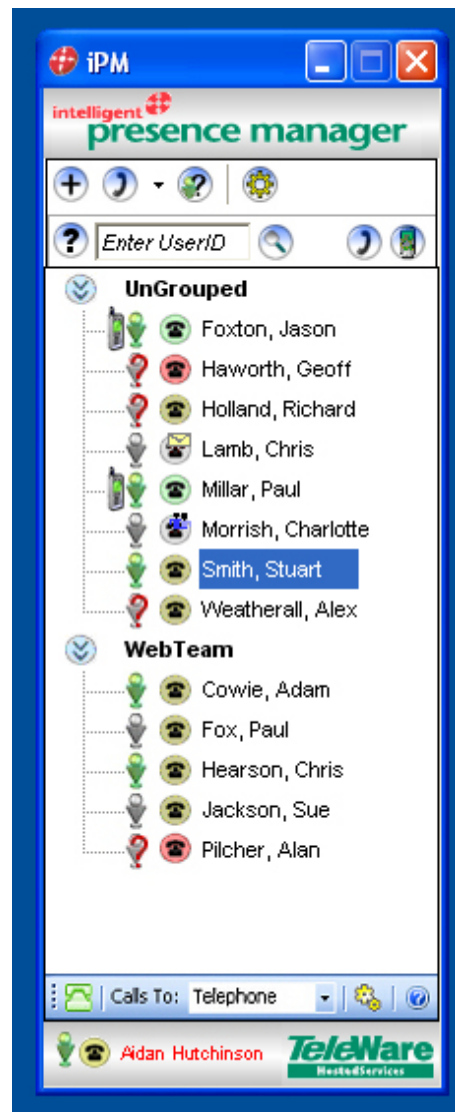
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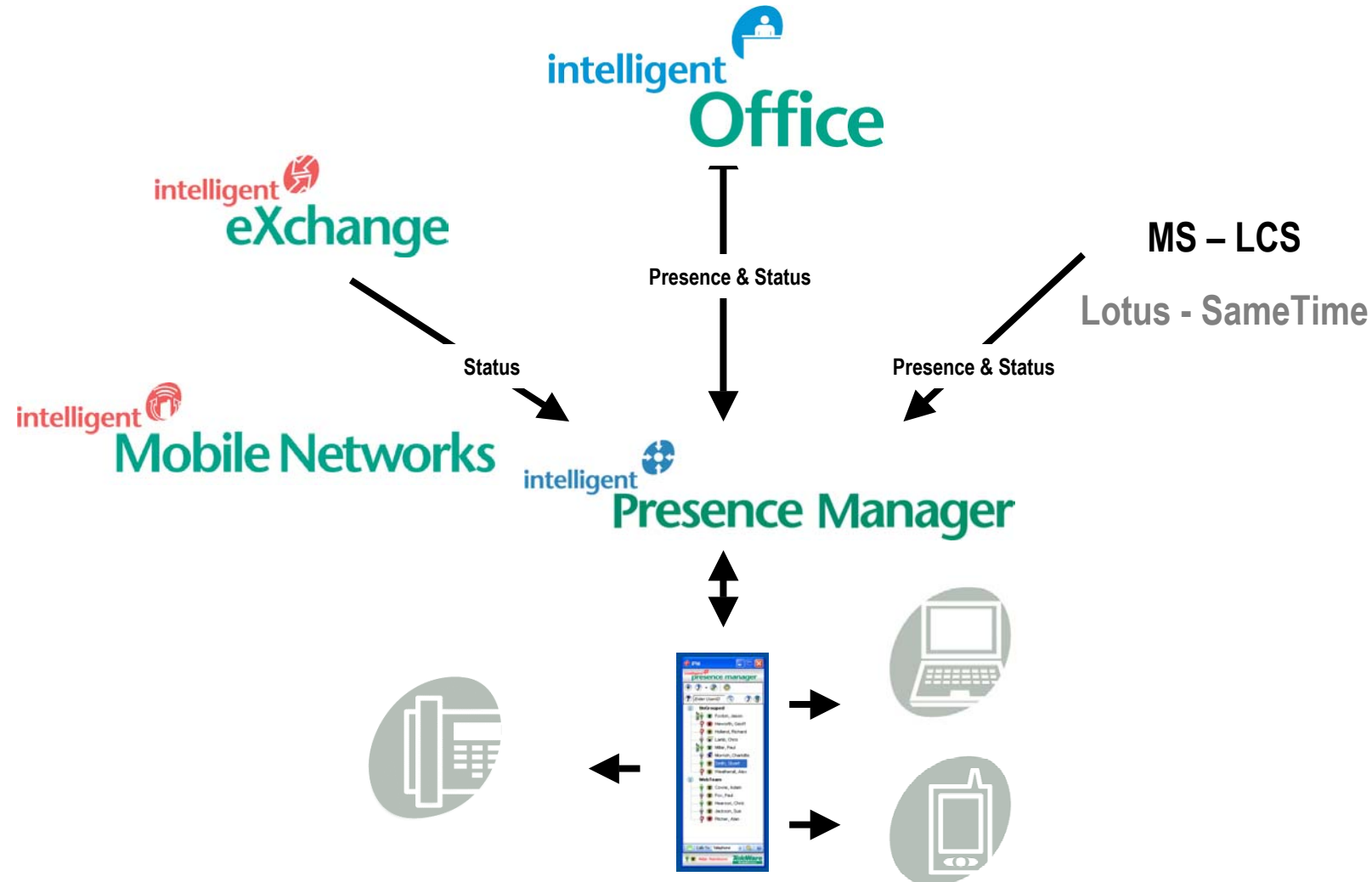
Presence Management

- **Personal**
- **Multiple Sources**
 - Instant Messaging
 - MS Live Communications Server
 - Lotus Same Time
 - Other
 - Telephony
 - TeleWare intelligent Office [iN]
 - SIP Auto Status (Registered End Point Status)

Presence Management



Presence Management



The Value Proposition

- **Less use of Voicemail reduces mailbox sizes and retrieval costs**
- **Keeping others informed of your contact ability Improves productivity**
- **Contact list presence display for easy use with no training**
- **User managed buddy lists for personalisation**

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The Analysts Said

Mobile users cost firms billions by spurning desk phones

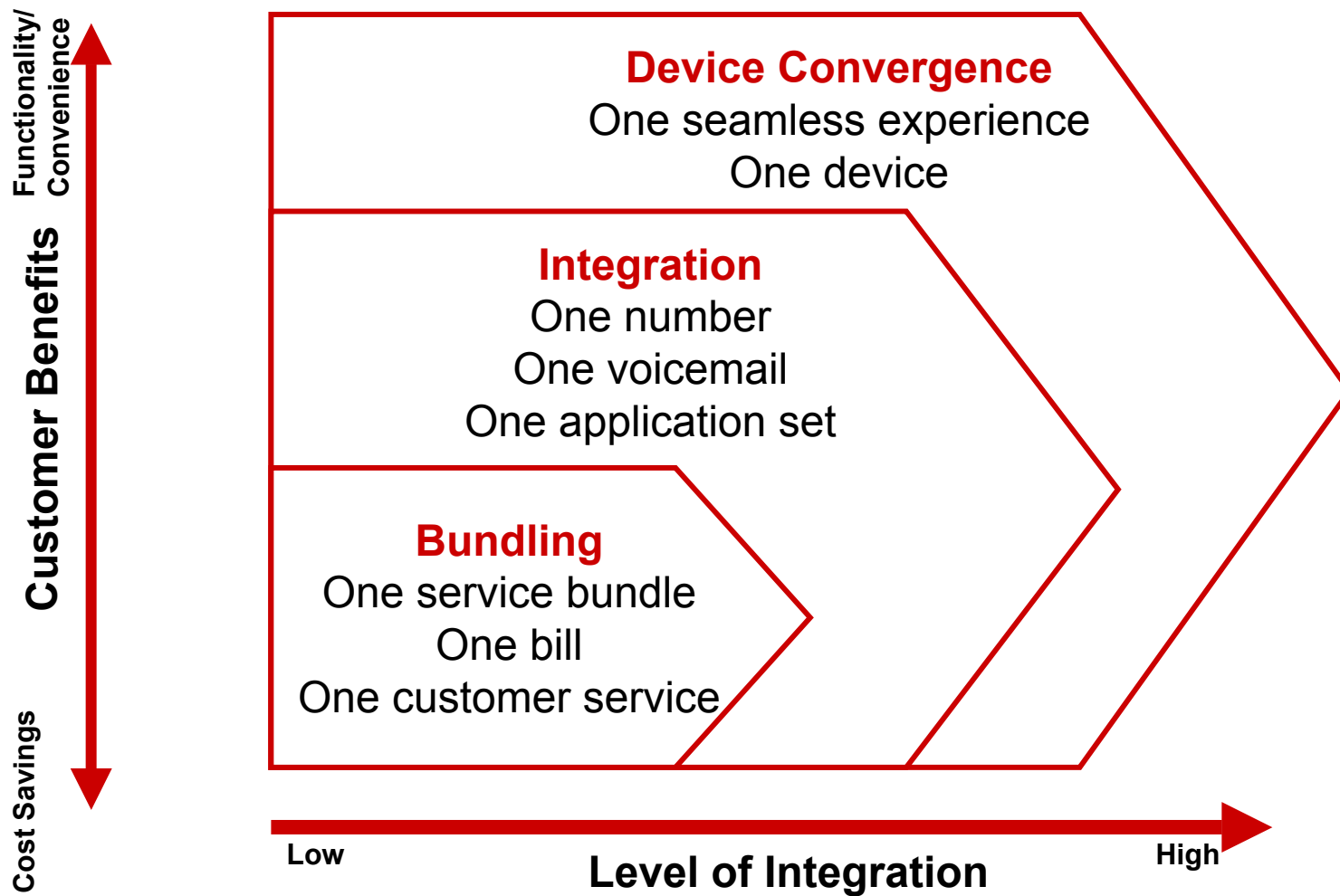


- 48% of all UK employees are using their mobiles at their desks
- Calls made from a mobile typically cost double those made on a landline
- Avoiding one five-minute mobile call a day it could save UK industry around £2.5bn a year
- 55% of users making mobile calls from their desks did so because their mobile contained all their contact numbers
- 41% of mobile users believe using the mobile provides them with greater privacy when in the office

- *Continental research conducted 200 telephone interviews with*
- *senior business managers at organisations with an annual turnover of over £1m*

View of the Convergence Market

Ovum 2006

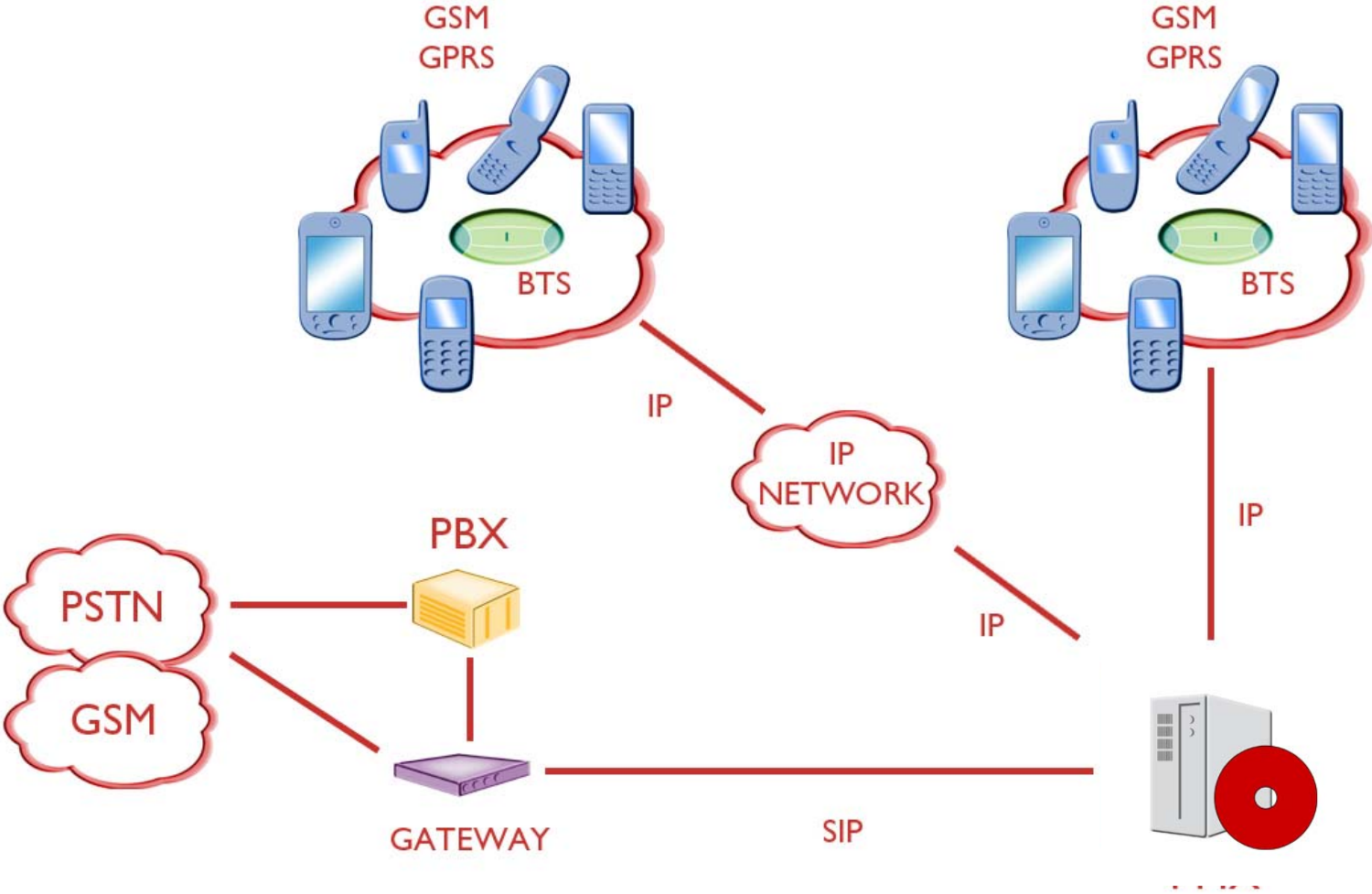


Fixed to Mobile Migration



- **Handset Rationalisation**
 - Where appropriate Mobile Handset replaces
 - Fixed Handset
 - DECT
- **Handset of Choice**
 - Phone Book
 - Calendar
 - SMS
- **One Number per person**
- **One Device per person**

Standalone PMX network



The Value Proposition

- **Mobiles with enterprise PBX features**
 - Conferencing
 - Transfer
 - LCR / call back (USSD)
- **Common applications**
 - One voicemail
- **Enhanced telephony applications in the mobile world**
 - Inbound & outbound call recording
 - Presence, buddy lists
 - Instant messaging
 - 45% of calls are made from a mobile when a desk phone is available
 - DECT, PMR, pager and fixed substitution
- **In building coverage**
 - Users prefer the mobile handset, for a consistent user experience coverage is essential
- **Converged applications**
 - Call recording
 - Presence

What are Customers using?

- **CPS** iN & TeamCall
- **Birmingham Heartlands** iMC & iAB
- **Borders Hospital** iMC & iAB
- **Bromley Hospital** iN, iA, iCC (1800 users)
- **Dorset NHS Trust** iN, iA, iCC
- **Graseby Medical** iN, iA, iCC
- **Mayday Hospital** iN, iA, iCC
- **National Patient S.A.** iMC
- **Norfolk Healthcare** iMC
- **R.N. Orthopaedic Hospital** iMC & iAB
- **William Harvey Hospital** iMC & iAB
- **Wyeth Laboratories** iN, iA, iCC (700 iMC only)

Northamptonshire Police – a Tailored Solution



- **Solution to support Police Officers' nomadic and flexible work style**
- **TeleWare is playing a key part in revolutionising communications within Northamptonshire Police. Using TeleWare's market-leading one number contactability solution and the O2 Airwave secure communications network, it's easier than ever before for Police Officers and staff to contact their colleagues within the Force, irrespective of current location**
- **TeleWare communications solutions are also being deployed by the Force to improve performance and reduce overhead costs in other areas of operation**

Key Points - Conclusions

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