

Samsung Case Study

ANGLICARE TASMANIA

Not-for-profit Contact Centre up and running with Samsung

A new stream-lined Samsung system is helping Anglicare Tasmania to deliver financial counselling that is responsive and professional.

"People call us when are facing financial difficulties," said Anglicare's ICT Manager Rob Hidding. "We need to be able to respond quickly so they get the help they need when they need it."

There is high demand for the service which provides free, independent and confidential financial counselling. It helps people to organise their budgets, offers information about ways to manage debt and refers them to other useful services.

"People ring with issues about their phone bill, they can't pay their rent, they've been declared bankrupt or their finance company is about to foreclose on their mortgage. They are wanting reliable advice straight away," said Rob.

Financial counselling was the very first service offered by Anglicare when it opened its doors in 1983. In the past thirty years Anglicare has grown to become the state's largest community service organisation with offices and outreach centres across Tasmania. It helps thousands of people each year by providing information and support for people to respond to financial difficulties, strengthen relationships, recover from mental ill health, manage problems with gambling or drug use, or secure affordable housing. It also provides in-home support to older Tasmanians and people with disabilities.

Until early in 2011, Anglicare's financial counselling service was offered mainly in face to face sessions. However, with large numbers of people requesting assistance, a telephone counselling service was also introduced to provide a timely and efficient response. When calls came in on a local line they were able to be transferred to financial counsellors based in any part of the state.

"While this process was working, it was clunky," said Rob Hidding. "We needed a centralised, state-based system that would give us more seamless coverage and that we could control and monitor more professionally," he said.

Anglicare Tasmania found the support they needed in the new Samsung Contact Centre solution.

"With the new system we can offer a seamless and professional telephone counselling service for people who often are in urgent need".



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SNAPSHOT

Client	ANGLICARE TASMANIA
Locations	Head Office in Hobart Three other campuses in Launceston, Burnie and Devonport
Staff	800 staff 15 Financial Counsellors in Anglicare offices and working from other locations around the State 12 Samsung systems installed Four main campuses connected via SPNet: <ul style="list-style-type: none">• 3 x OfficeServ 7400 and 1 x OfficeServ 7200 running Version 4.6 software• Large bandwidth, QoS enabled VPN between all sites.
Project date	November 2011

CHALLENGE

Anglicare Tasmania required a single Automatic Call Distribution (ACD) system to work transparently, routing incoming calls to financial counsellors on four different campuses and those working from remote locations, such as other offices or from home. The counsellors need to be able to log in from a phone or PC application and the organisation required a centralised reporting package across all users so it could monitor call traffic, costs and results.

SOLUTION

In 2011, Anglicare was given financial support from the Federal Department of Families, Housing, Community Services and Indigenous Affairs (FAHCSIA) to provide co-ordinated financial counselling services to people in need.

As part of the agreement, FAHCSIA required a certain level of telecommunications proficiency – a professional contact centre management system which would assure callers an optimal service and keep high standard records for the department to analyse.

Anglicare Tasmania had been using Samsung products since 2006 – their **OfficeServ** 7200 and **OfficeServ** 7400s at Anglicare’s main locations were working well but easily transferring calls to counsellors based on their availability was not possible in an automated, controlled or efficient way.

The agency’s existing communications supplier and Samsung Authorised Partner, Jeanneret Electrical Technologies, researched a range of other alternatives, including web and cloud-based solutions.

“We looked at manual diverts or roster options but wanted a system that was truly automated,” says Anglicare’s Rob Hidding. “At the end of the day, we went with the Samsung ACD product because Samsung was proven to us, we knew the software would integrate easily with our existing Samsung systems and the price was very competitive.”

Jeanneret Electrical Technologies conducted the new software installation in June 2012 and the ACD solution went live a month later.

Anglicare staff members were fully trained and are now capable of self-managing the system.



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RESULTS

"I'm happy to say, we've had no major glitches with the new system," says Rob Hidding. "The Samsung Contact Centre solution fits all of our criteria."

Features include:

- Automated time plan to redirect calls after hours and holidays
- Retained queue position call back
- Highly customised messages for queuing callers
- Different music on hold per queue
- Simplified user maintenance through use of the LDAP sync
- High accessibility and visibility to queue and counsellor status from any PC using a web browser
- Improved productivity of Financial Counsellors
- Better relationships and results for clients
- Guaranteed future proofing from the Samsung **OfficeServ** platform.

ACD TICKS ALL THE COMMUNICATION BOXES

As a community service organisation, Anglicare knew that technical support and infrastructure alone were not enough. "We needed to be professional but also have a human face," said Rob Hidding.

"Our emergency relief services are seeing more people than ever before and the issues they present with are becoming more complex," he said. "Add to this the growth in the prevalence of mental illness, increasing relationship breakdown and Australia's ageing population and we are facing significant challenges that require a thoughtful, strategic and sustained response."

Rob describes the Samsung solution as "very important" to the Anglicare Tasmania effort.

"Without it, we'd have no other way to appropriately route client calls and manage them. All our counsellors have to do is log on, sign in and set their status to 'available'. If their phone rings, they can immediately identify it is a financial counselling call and get their resources together, ready," he said.

Anglicare Tasmania counsellors have given the Samsung ACD very positive feedback. Samsung and Jeanneret Electrical Technologies have trained them to help set up the service, configuring and installing it and setting up the rules around its use.



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THE SAMSUNG SOLUTION

The new Samsung Contact Centre solution fully integrates with Samsung's **OfficeServ** 7000 series systems. Whether an organisation runs a simple helpdesk or a sophisticated multi-channel contact centre, callers report less waiting, less frustration and less dissatisfaction.

Anglicare counsellors have what they need to be more helpful, more responsive and more efficient.

The Samsung Contact Centre solution has been designed to bring enterprise class functionality to small and medium sized organisations in a way that is easy to install, administer and use.

Designed for contact centres with 5-100 seats (but scalable beyond that if greater capacity is required) Samsung Contact Centre solution has a number of advantages over alternative products. Most particularly, because it uses browser-based architecture, it is a more cost effective system to buy, install, maintain and administer.

The web-based platform also means users are not restricted to a PC with Windows – they can use a PC, Mac, Smartphone or tablet – any device as long as there is a browser which means they can work from anywhere.

The built-in Interactive Voice Response system enables Anglicare to process calls more efficiently inside and outside office hours. It can be used as cover in busy periods, to enable callers to leave messages, to route calls to the appropriate agent/department or for self-service applications.

Another useful feature is the ability for callers to reserve their place in the queue, hang up and then take a call-back when they get to the front.

The skills-based routing of calls is also a step up from basic call centre offerings. The ability to automatically route calls to the best person for the call or, if they are busy, to the next-best person cuts call times, prevents customers from being passed from person-to-person and reduces the need for call-backs.

"We're successfully routing all calls so we have better service for our clients. Our call stats are now easy to collate and report on, we know more about call flow and call volume which helps with resourcing and scheduling. Break times and staffing levels are now more accurately planned to reflect peaks and troughs in call volumes," said Rob.

THE FUTURE FOR ANGLICARE

"The Samsung Contact Centre is achieving everything we wanted," says Rob Hidding.

The team at Anglicare is impressed with the system's ease of use and benefits and are investigating rolling the software out for other purposes, such as another Commonwealth operated helpline - the Home Energy Saver Scheme which supports low-income households experiencing difficulty meeting and paying for their energy needs.

"We want to investigate the suitability of the Samsung Contact Centre solution across other call centre scenarios so we are better equipped to meet Anglicare's core objective - to help Tasmanians in need," he said.