



## CASE STUDY:

## CONWY COUNTY BOROUGH COUNCIL

### INDUSTRY

Local Authority

### GOALS

To ease the transition to a Microsoft Skype for Business environment while delivering ease of use for agents and driving high quality customer service

### SOLUTIONS

Communications Center

### BENEFITS

- Fully integrated solution with a user-friendly interface
- Omnichannel queuing and skills-based routing ensure all types of interactions are identified, prioritised, routed and transacted expertly
- The modular solution allows the council to add functionality as requirements and budget dictate

Enghouse Interactive Communications Center helps Conwy County Borough Council deliver optimum service to the people of Conwy.

### BACKGROUND

Conwy County Borough Council (Cyngor Bwrdeistref Sirol Conwy) is the governing body for Conwy County Borough. It is one of the unitary authority areas of Wales and serves approximately 116,200 people.

Historically, the council's contact centre functionality was provided exclusively via an enterprise PBX system, which supported more than 300 agents in total. To drive enhanced capability, Conwy decided to migrate to a Microsoft Skype for Business (SfB) environment, delivered on-premise. However, the council were aware that this move also meant it would need a contact centre capable of handling the complex needs of a busy communications environment focused on delivering optimum services levels to people across the whole borough.

To meet this challenging brief the council enlisted the help of 4net Technologies to manage and implement Communications Center (CC), a flexible contact centre solution from customer interaction management specialist, Enghouse Interactive.

*"We are very happy with the enhanced contact centre functionality that CC has given us".*

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**CONWY COUNTY BOROUGH COUNCIL**

CC provided Conwy with the features and rich functionality it needed to meet the demands of a complex and multi-faceted target audience while also delivering the ease of use that helps drive agent productivity. Not only can it intelligently streamline and centralise all contact types in a single, fully integrated solution with a user-friendly interface, but omni-channel queuing and skills-based routing also ensure all types of interaction are identified, prioritised, routed and transacted expertly, first time, every time.

CC is a modular solution, which adds further flexibility for Conwy. The core product incorporates omni-channel contact centre, operator attendant console, self-service IVR, call recording, and quality monitoring. This means that Conwy can add additional components and integration tools, increasing functionality as requirements and budget dictate.

## GAUGING THE CHALLENGING

Conwy chose business communications specialist, 4net Technologies to implement CC and integrate it into its on-premise SfB environment. Phase one of the CC implementation included ten concurrent voice agent licences (a total of approximately fifteen users). This was initially as a controlled proof of concept over a three month period, to provide the contact centre functionality for the IT service desk and Single Point of Access (SPOA) Team.

***“In order to conform with guidelines set out by the Welsh Language Commissioner, the Council offers both Welsh and English- services. We wanted to see at first hand how the EICC platform could cope with bi-lingual queue announcements and menu options”.***

Tom Holdam, Principal Communications Analyst at Conwy says “Before rolling it out across the entire organisation we wanted to clearly understand the functionality and features of the CC platform and how it would integrate with our SfB infrastructure before replacing our existing system. In addition to this and in order to conform with guidelines set out by the Welsh Language Commissioner, the Council offers both Welsh and English- services. We wanted to see at first hand how the CC platform could cope with bi-lingual queue announcements and menu options.”

Following the successful conclusion of the initial deployment and a presentation and CC demonstration to other Conwy Council departments, including housing benefits, roads and facilities (ERF), and revenue and benefits, the Council decided to increase the CC deployment to cover an additional 65 concurrent voice agents (ten of whom also handle emails into the same queue), along with a Snapshot wallboard module that enables every department and team to monitor their live call activity.



“We are very happy with the enhanced contact centre functionality that migrating to CC has given us” adds Tom Holdam. “We are continuing to roll it out as part of a carefully planned and controlled implementation process to several other council departments”.

One of the key benefits of the CC platform is the concurrent licensing which means that Conwy will only have to purchase 65 EICC voice agent licences to serve the entire pool of contact centre agents.

The council also has 180 SIP trunks connected into two sites in their network (for added resilience). 4net also supplied and configured the Session Border Controllers into these SIP connections to act as the SIP Gateways, initially to route call traffic into both their SfB platform and the legacy PBX estate.

## LOOKING TO THE FUTURE

The contact centre was initially designed to deliver voice services with advanced (bi-lingual) IVR routing. The next steps will include building a business case for more automated services, multichannel contact and further resilience.

There are immediate plans to add the CC Redundant Server License into Conwy’s infrastructure to remove any single points of failure and further reduce risks. They also want to add the Enghouse Attendant Console licenses to provide fully featured operator consoles to support their busy reception team.

The Council is also considering the Enghouse QMS Recording platform to replace their legacy Red Box call recorder, particularly with the PCI DSS compliance and other feature enhancements offered by QMS (such as screen recording and agent scorecards).



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## ABOUT ENGHOUSE INTERACTIVE

Enghouse Interactive’s integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

[www.enghouseinteractive.co.uk](http://www.enghouseinteractive.co.uk)