



Enabling next-generation security services

Unified Communications help security specialist gain competitive advantage and cut costs



Federal Security Brendan Flynn (left) and Michael Cunningham BT.

Executive summary

Federal Security Services is the security and associated services division of Newcourt Group PLC. Operating in a highly competitive market, the Belfast office runs man guarding services, an electronic security division and a monitoring centre. The company was looking to upgrade its telephone system to better serve its 50 office staff as well as the 950 security guards on site duty across the six counties.

Migrating to a more sophisticated and feature-rich communications platform the company believed it could better serve all its stakeholders, increasing efficiencies at the same time as cutting operating costs. Inbound calls from prospective customers and existing clients could be handled more effectively and the crucial 24-hour communication channel with its security personnel would be more efficient.

“We were already using an IP system but to get to the next level we decided it was a better deal to upgrade the equipment with BT,” said Brendan Flynn, Managing Director of Federal Security. “Unified Communications was a big plus that we didn’t see in the other systems we looked at.”

The company signed a £58,000, three-year deal with BT Business to upgrade to a Nortel IP system with Intelligent Contact Centre software. As part of a managed solution from BT, it provides a platform for converged voice and data, bringing Unified Communications to medium-sized businesses. With Intelligent Contact Centre preloaded, it emulates large scale contact centre functionality for prompt response times to every call and intelligent routing that ensures “express lanes” to the right destination.

For Federal Security Services it made it possible to do without a receptionist, confident in the knowledge that the system directed the right calls to the right people.

It also opened the door for new levels of business intelligence. The software generates real-time statistics and detailed reporting that can be used to better inform the business.

Secure, robust, and easy to manage, the investment is already delivering a return, according to Brendan Flynn. “We are in a very competitive market, constantly having to innovate in the services we deliver. We also look to save money and reduce costs for our clients in every place we can and will take whatever steps are needed. The introduction of new technologies is one way we can achieve both goals and BT has helped us do it.”

The Unified Communication platform is cutting-edge technology that brings the IT platform and communications piece together to improve productivity, delivering greater efficiencies in a busy office. “It’s about exploiting the wealth of information that is available to employees, sharing it more effectively, helping them collaborate and make decisions more quickly, all the time adding value to the business,” said Michael Cunningham, Head of Business Sales Northern Ireland, BT.

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Managing Director
Federal Security Services

Case Study

Federal Security Services

Solution

In a competitive business sector like security services, communications is critical on two fronts. Firstly, managing existing clients and making sure new enquiries are effectively dealt with is essential. Secondly, it is critical that the main office can communicate with its security staff on a 24-hour basis, via landlines to their homes, on calls to their mobiles or to the client site where they are based. Similarly, the security personnel must have 24-hour contact with the control room in case of any incident.

Although Federal Security Services had already invested in an IP solution, it took BT Business and a migration to the Nortel BCM 50 to realise these goals. A first easy win with the new installation was 50 direct lines to the office staff and an Interactive Voice Response system to point callers in the right direction. But these features were just the tip of the iceberg in a BT solution that delivered rich functionality around voice and data convergence.

The company had recently given up its need for a receptionist and all calls were being directed to a single team who were struggling to keep on top of call answering. They had voicemail but did not make use of it. There was an appetite to explore communication tools which BT satisfied.

New features included:

- A Unified Communications package for 32 users, providing Federal Security Services with voicemail, email, fax to the desktop, and the ability to see each extension at a glance and send instant messages. Everyone has their own direct line, fax and voicemail.
- Auto-attendant within the hardware answers all incoming calls and directs enquiries to the appropriate employees with the required skillset.
- Contact Centre software ensures enquiries are dealt with more efficiently with real-time statistics and detailed reporting as part of the outcome.

Many of the Unified Communications features, like Presence - which instantly lets employee know of their availability and the best way they can be contacted - proved simple to use and quickly became valued tools. Brendan Flynn identified voicemail to email as a particularly useful feature, especially for remote working: "You receive a voicemail via desktop, handset or via the email inbox email as a sound file. It's very efficient and makes you easy to contact, wherever you are."

Benefits

After an initial rollout of the system to selective employees, Federal Security Services saw real improvements in their ability to answer calls and went to BT to scale up the solution to include more users and call queues.

The main benefit to the company is an improvement in productivity and response times around customer enquiries, and the ability to get an instant response from employees even when they are on the phone. Given the nature of the security industry, time taken to act is critical.

Digging deeper, the ability to match customer enquiries to in-house skill sets has been a real boon for the business, according to Brendan Flynn. "Key staff are logged in to the system under specific skill sets or sales responsibilities. So if a sales call comes in and lines are busy, the call will automatically be bounced over to the next available person in that group."

He also praised BT's engineering team for installing the new solution with no disruption to the business. "There was no interruption to the service that we supply and they stayed with us to make sure any outstanding issues were resolved. They were excellent."

Offices worldwide

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