

# CASE STUDY

(Hoesbach/Germany, November 4, 2010)



## **Nottingham Community Housing Association (NCHA) Implements ASC's VoIP Recording Solution to Meet Quality Standards and Ensure Superior Agent Performance**

Nottingham Community Housing Association is one of the largest locally based housing groups in the East Midlands. NCHA maintains a high-end customer-centric operation to provide repair services to its residents, preserve the value of its properties and pursue improvement programs for windows, roofs and heating systems. It needed a communications recording solution for its call centre to help preserve its quality standards, improve agent performance through training and coaching and meet regulatory requirements.

*Hoesbach/Germany, November 4, 2010* – The company chose ASC, a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications to provide its first communications recording solution and used it for bulk recording of agent conversations. Its call center includes 50 agents handling up to 2,000 calls per week.

The company installed ASC's voice-over-IP recording solution, *EVOip*, in tandem with *POWERplay* and *WEBplay*, to improve agent performance and enable access to the system from workstations or any browser.

The solution exceeded all of the organization's expectations. They were especially impressed with the functionality, user-friendly architecture, flexibility and search-and-replay capabilities. The call recording helps supervisors score more conversations for quality, thus facilitating excellent service for their tenants to meet their own expectations, as well as those of their service users and the Audit Commission.

### **The Challenge: Preserving a Reputation for Excellence**

Nottingham Community Housing Association needed to preserve its reputation for quality customer-centric services for its residents. The company had recently been awarded a coveted two-star rating by the Audit Commission, and its agents required comprehensive training to address a wide variety of maintenance and repair issues.

Its call centre, open during regular business hours, handled an often intensive and complex barrage of requests, up to 2,000 calls per week, with the average length



of the conversation extending to four-to-five minutes. The call centre took calls for housing enquiries for both current and new tenants and repair requests. In addition calls taken could also address planned building improvement programs for windows, roofs and heating systems. Residents could report any issue on a 24x7, 365-day per year basis, many spilling over to the center's regular weekday hours.

The 50 call centre agents were supported by four supervisors who audited conversations and scored agents for quality. Two supervisors monitored the maintenance department, whilst the remaining two supervisors monitored the housing department, with a 50/50 split of agents. However, without any technical support, they were unable to evaluate a sufficient percentage of communications. As a result, with each agent requiring a different amount and focus of training, the overall quality of the centres service could potentially decrease until an individual agent's specific weak points were assessed and remedied. Reports of poor service could, in turn, affect the organization's rating and reputation.

#### **The Solution: EVOip**

ASC provided an EVOip passive solution using 44 channels in a Mitel 3300 IP telephone system with 5,220 IP phones. The system was configured to record all inbound and outbound communications and tag them with CLI, D channel, CTI, agent name and extension details. The system, in tandem with POWERplay and WEBplay, allowed access to calls from agent workstations as well as any browser.

To improve training and provide best practice examples, calls could be supplemented by notes for future reference, and saved and forwarded among supervisors as wav files. The calls could also be easily downloaded or archived on a central server.

EVOip captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The product can record up to 280 channels simultaneously, including encrypted calls, and is entirely software based. Many functions may be accessed directly through the IP phone, such as record-on-demand, start/stop, keep/delete and search-and-replay for recorded calls. The latest version also offers the strictest adherence to security requirements, meeting the credit card industry's PCI DSS standards.

#### **The Benefits:**

Steve Hanson, Assistant Manager, IT Services Desk, Nottingham Community Housing Association, said, "At the NCHA, we have built a reputation for excellence through our customer-centric approach to maintaining our properties and meeting



the needs of our residents. ASC's VoIP recording solution, *EVOip*, helps us preserve and improve our reputation for excellence by making us more knowledgeable about every aspect of our call centres communications. We can conduct comprehensive audits of agent communications to ensure our quality standards are maintained and to organize customized training of all our agents. Thanks to *EVOip*, we look forward to receiving more awards from the Audit Commission for many years in the future."

#### **Highlights: ASC's VoIP Recording Solution**

- Facilitate system training through user-friendly operations
- Preserve all communications with bulk recording
- Assist supervisors with easy search-and-replay and comprehensive call tagging Add notes to calls and email as .wav files
- Use *WEBplay* and *POWERplay* to access calls from agent workstations or browsers

#### **About Nottingham Community Housing Association (NCHA)**

Founded in 1973, Nottingham Community Housing Association (NCHA) manages 8,000 properties for 15,000 tenants in East Midlands, in the regions of Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland. NCHA has an annual Turnover of £54 million and a group property asset base valued at over £400 million. Housing services are delivered by more than 800 staff at the organization's headquarters in Nottingham as well as regional offices. NCHA co-ordinates with 27 different councils in the East Midlands to support the housing needs of its residents and has been rated as one of the top housing associations in the country for service excellence. In 2008, NCHA was awarded a coveted rating of "Two-stars, with excellent prospects for improvement" from the Audit Commission. This achievement rates NCHA amongst the top performing housing associations in the country.

#### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATIONpro* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.



ASC subsidiaries and sales offices in France, Germany, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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