



Communicate Better®

# Case Study:

**Supplier:** Communicate Better

**Client:** West Kent Housing Association

## Background:

West Kent Housing Association operate in south east England where there is a high demand for housing of all tenures but insufficient supply. West Kent is in business to help create thriving and sustainable communities and neighbourhoods across Kent. Their principal activities are the development, management and maintenance of affordable homes, and the provision of support for elderly and vulnerable people who need extra help to remain living independently in their own homes.

## Task:

West Kent required a new, modern integrated platform that would fully enable communication across departments and with customers through a variety of channels. The platform needed to blend traditional telephony with contemporary channels. The new system would replace West Kent's PBX and contact centre solution which had been in place for 10 years. The requirement was to supply, install, implement, customise, integrate, support and maintain all the necessary hardware and software to provide a communications system which interfaced with a number of core business systems.

## Strategy:

Implementation of an IPFX Telephone Communications System. This involved design of the system and associated software, to interface and integrate with existing software applications and ICT Infrastructure. This was followed by project managed implementation of the platform, working with the ICT project team to provision end users. Communicate Better provided system administration documentation and training on the system to both end users supervisors and ICT staff.

## Results:

- Reduced operational costs - offices now on the same network with free calls between sites.
- Instant messaging instead of SMS and calling colleagues.
- Virtual meetings with staff at different locations via IPFX collaboration, making best use of time and cutting down on travel costs.
- Business Continuity: helps deliver consistent service to customers, allowing working from home if necessary and delivering front line services with the use of contact centre queue.
- IPFX mobility app to manage presence, access to full extension list and voicemail via a smart phone
- System management: ease of use to add new staff and manage administration from a PC.
- Multi channel contact options: email, SMS, and Web Chat.
- Integration with Microsoft Outlook to display real-time movement of staff for front line colleagues. Presence management gives an automatic voicemail message and return time.

25 YEARS OF PROVIDING HOMES &

WEST KENT

BUILDING COMMUNITIES IN KENT



“IPFX is very easy to use and staff made it clear that, after a short time using it, they came to rely on it very quickly. We now have a reliable and flexible unified communications system that can adapt to our changing business needs and ultimately enhance customer service. Communicate Better have continued to advise and support us to develop, getting the best out of the IPFX solution”

Claire Davidson  
ICT Projects Manager



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