



We record & analyze communications

CASE STUDY - Harborough Lifeline Centre, UK



Harborough Lifeline

Harborough Lifeline Centre is an emergency alarm service for elderly, disabled or vulnerable people, residing in Harborough, in the county of Leicestershire, United Kingdom. The service provides reassurance, support and peace of mind for those who enjoy independent living through a caring, local control centre. The center is integrated to community emergency and support services such as the police, ambulances, firefighters, social services, , doctor's surgeries and nurses.

ASC telecom AG

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 centres enhance customer service, efficiently deploy staff and increase productivity.

"Our most important need and core function involves the delivery of quality service in an efficient manner, and we were astounded by the impact of ASC's solution on our day-to-day operations. ASC's voice recording system enables management operations to remain proactive at all times, which at Lifeline, actually saves lives."

John Diaz, Control Centre Manager, Harborough Lifeline Centre

ASC Strengthens Social Service for Elderly and Disabled

The Customer: Harborough Lifeline Centre

Harborough Lifeline Centre provides a direct link to emergency support services for people living independently who feel at risk, vulnerable or alone. Patrons install an alarm system in their home connected via two-way speech to the center in case the user requires assistance. When the alarm is activated, the operator takes immediate action to provide care, protection or support. In addition to assisting local residents, the center also responds to calls from the homeless and supports community initiatives such as "shopwatch" and "pub watch" to safeguard neighborhoods and serve as a resource for the local police.



The Control Room Contact Centre is staffed by 10 telephone operators and the Control Center Manager. Operators work three shifts to support 24/7, 365-day service and receive an average of 1,000 audited calls per week from elderly or vulnerable patrons for physical assistance or emergency support.

Customers press a button on a pendant or alarm equipment in case of an emergency, and the speech unit provided by the centre picks up their voice from anywhere in the house even if doors are closed. Calls are answered in less than one minute, with connection confirmed by a flashing indicator light on the unit and a beeping noise. Operator responses include contacting a doctor, requesting an ambulance, notifying the fire department, telephoning for police assistance, or informing nearby responders designated by the participant in advance, known as "Key Holders," who can provide support until help arrives.

The Challenge: Improve Emergency Support and Meet "Code of Practice" Requirements

Harborough Lifeline Center used an aging recording system inadequate for the requirements of a crisis centre. Reliable, fail-safe recording was needed for critical situations, and managers required access to calls from any location. In addition, the centre needed to archive calls for at least 12 months for call audit purposes. Essential features included a fully networked system, enabling playback of calls from an operator's PC and a centralized call database for ease of access. Flexibility and remote access were a must in order to allow assistance from any location. Quality management software had to be integrated with the communications recording system for performance management and training purposes.

Immediate playback of calls was needed for consultation during emergency situations and for escalation of individual cases depending on the severity of the crisis. Recording of calls was also necessary to resolve disputes, call bias and complex incidents.

The Solution: ASC's *EVOLite* for Communications Recording and *EVOip* VoIP Recording, Boosted by *POWERplay* and *WEBplay* for Flexibility and Ease of Access

ASC supplied a comprehensive communications recording system for Harborough Lifeline, integrated with the center's existing infrastructure, a Mitel 3300 v.6.1 telephone system and Mitel 5220 IP handsets.

An ASC *EVOLite* 32-channel recorder with *EVOip* VoIP recording software was deployed to record both digital and analog lines. The system utilized station-side passive recording of VoIP, tapping the LAN connection at each IP phone for recording purposes. The system also came with *INSPIRATION*





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quality management software as part of the recording package to enable performance management and assist with agent training.

ASC consistently met Harborough Lifeline's most essential requirement to improve operational functioning and response through a variety of measures. *POWERplay* supplemented the communications recording system with additional features to increase flexibility and ease of access. The ability to immediately replay the most recent call helped the operator determine how to act in complex situations or escalate the situation and seek advice from the control center manager.

WEBplay, in turn, increased hands-on managerial access to the center, by enabling remote access from any web browser. The Solution provided flexibility to the control centre manager, whilst working from home, to listen to a critical call and determine the best course of action.

Managerial control was also boosted by an alarm feature integrated with the solution. If recording did not occur or if the storage levels approached full capacity of the DVD drives, an alarm would be triggered, and the manager would receive a message automatically, including notification on a PDA by email. The Manager would also be notified when operators start their shifts, which helped to monitor operational efficiency.



The Result: Meeting Harborough Lifeline's Operational and Compliance Goals

Harborough Lifeline praised ASC's system as a user-friendly solution offering flexible network and remote access through search-and-replay options enabling replay of calls at a workstation/PC or through a web browser at any location. They described it as very reliable, resilient and robust, and the quality management component helped them improve the level of service offered to end-users through both enhanced monitoring and call audits. ASC's solution also helped Harborough Lifeline meet compliance requirements in terms of archiving calls and allowing playback for at least 12 months, a feature their old system was unable to provide. In fact, replay of any calls had previously been very difficult and tedious.

The overall result of implementing the ASC solution was ease of access to calls, an increased ability to search-and-replay calls, improved operational efficiency and quality of service for its end users, and fulfillment of the center's code of practice requirements.

John Diaz, Control Center Manager, Harborough Lifeline Centre: "Our most important need and core function involves the delivery of quality service in an efficient manner, and we were astounded by the impact of ASC's solution on our day-to-day operations. ASC's voice recording system enables management operations to remain proactive at all times, which at Lifeline, actually saves lives. Recording is a crucial part of our technology infrastructure, and the ability to retrieve calls from anywhere on the web means we can provide the best advice to our operators in a crisis situation. The ASC solution has surpassed our expectations, it offers quality, reliability, flexibility and reassurance."

Mike Murley, Sales Director, ASC telecom UK: "Many people evaluate communications recording as a technical or procedural function, but our solution at Harborough Lifeline shows its central focus in making our lives more productive, happy and secure. The peace of mind provided by the Lifeline to its customers is enabled and, in many cases, made possible by the backup we provide to their control centre for both operations and quality of service."

Main points at a glance:

- Fully networked system enables playback of calls from any PC
- Recording of calls improves quality of service and facilitates escalation
- Reliable, resilient and robust solution for emergency situations
- Alarm system in case recording stops or DVD archiving reaches capacity
- Overall result improves service to end-users and boosts managerial control

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