daisy.

WE ARE MACMILLAN. CANCER SUPPORT

FEATURE-RICH CALL CENTRE SOLUTION IMPROVES PATIENT CARE

Macmillan Cancer Support is one of the largest charities in the UK and provides specialist healthcare, information and financial support to people affected by cancer. The charity also helps with the medical needs of people suffering from the disease and provides advice to their friends and families. Macmillan also looks at the social, emotional and practical impact that cancer can have, and campaigns for better cancer care.

Macmillan Cancer Support is a customer of Daisy (formerly Alternative).

The Challenge

Macmillan needed its communications to become more visible and easily controllable. Essentially, the challenge was to take a telecoms strategy designed for a smaller scale business and make it suitable for a multi-million pound charity.

The Solution

Daisy worked with Macmillan to develop a multi-stage call centre solution. The first stage being the upgrade to Macmillan's existing telephone infrastructure. Daisy liaised closely with the charity to design a VoIP solution, powered by feature-rich and resilient Mitel hardware. Once this was in place, the call centre solution could be addressed.

A Mitel 3300 PBX was deployed to run alongside Mitel handsets. A feature-rich call centre management and routing solution, also provided by Mitel, was implemented to provide enhanced real-time and historical management of the advisors and calls. This included complex call handling applications.

All system details were then combined into an operational manual providing Macmillan with extensive configuration data to assist it in its day-to-day support of the solution.

ⓘ AT A GLANCE

Company: Macmillan Cancer Support

Industry: Charity

Sites: 100+

Employees: 5,001 - 10,000

Objectives:
- Update existing telephony infrastructure to better support multi-million pound charity
- To make its communications more visible and easily controllable

Solutions:
- Lines & Calls
- Unified Communications

Results:
- Feature-rich and resilient telephony solutions thanks to VoIP upgrade
- Call centre management and routing solution provides enhanced real-time and historical management of advisors and calls
- System details combined into an operational manual providing Macmillan with configuration data to assist in day-to-day support

The Result

With the combined solution of Synapse (a dynamic self-service portal providing customers with on-demand online management and control of billing) and the presence of the 24/7 network operations centre team both Daisy and Macmillan have visibility and the ability to react as soon as issues are raised with the Mitel systems.

Training was provided by a Prince2-trained member of project management team to ensure that end-users and administrators made the most of Mitel's excellent functionality.

The call centres – of which there are three, in London, Glasgow and Shipley – have been radically re-aligned to make them more user-friendly and easy to manage. Resilience and functionality have been boosted, while productivity has been improved. Having all of its all centre functions – support and maintenance of hardware. The NGN ranges – provided by Daisy has reduced the amount of time Macmillan spends on its telecoms administration, with the knock-on effect of reducing downtime in general.

Find out how Daisy can help your organisation:
enquiry@daisyuk.tech
0344 863 3000

daisyuk.tech