

IT Enterprise Services

Avaya & NHS Business Services Authority

Case study



“Our managed voice service enables great flexibility and delivers significant commercial return, both inside of Capita and for our clients”

Simon Furber, Managing Director, Capita IT
Enterprise Services Technology Solutions

Objective – Deliver excellent and relevant services to a vast client base

Solution – Cloud contact centres to manage the UK’s National Health Service Business Services Authority

Capita plc is the U.K.'s largest provider of business process outsourcing solutions and IT services, with over 50,000 staff across three continents. It understands the communication challenges facing large, geographically dispersed enterprises. Capita IT Enterprise Services, a subsidiary of Capita plc, not only manages the needs of its public and private sector clients, but also supports its parent company's complex requirements. So when it comes to contact centres and telephony, expectations are very high.

Managing all contact centre applications and telephony in-house can be both complex and expensive. That's why so many companies are turning to the cloud, which brings flexibility, agility, and utility pricing. Capita IT Enterprise Services is leading the way, delivering robust multichannel contact centre services from the cloud. The company has transitioned 90 percent of its own contact centre operations to its private cloud voice service in the last few years, leveraging Avaya's technologies to achieve this.

Today, more than 25,000 workers get their communications delivered via Capita IT Enterprise Services' managed voice service, of which 13,000 - or more than half - are contact centre agents. That's strong proof of Capita's ability to scale up to handle even the largest and most complex operations in a number of industries. And by implementing Avaya's advanced communications and contact centre tools in its own operations, Capita better understands how it can provide this flexibility to its own customers.

Real benefits

One of the customers that has benefited is the U.K.'s National Health Service Business Services Authority (NHSBSA). They provide a range of critical services for the U.K.'s public healthcare system as part of a 10-year outsourcing agreement

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that is expected to deliver around £1 billion (\$1.6 billion) of savings to the NHS. High levels of service quality and responsiveness across its contact centres are absolutely key.

The NHSBSA is a multi-skilled environment, explains Sam Grant, Telephony Manager at NHSBSA. "Because we have a vast client base and

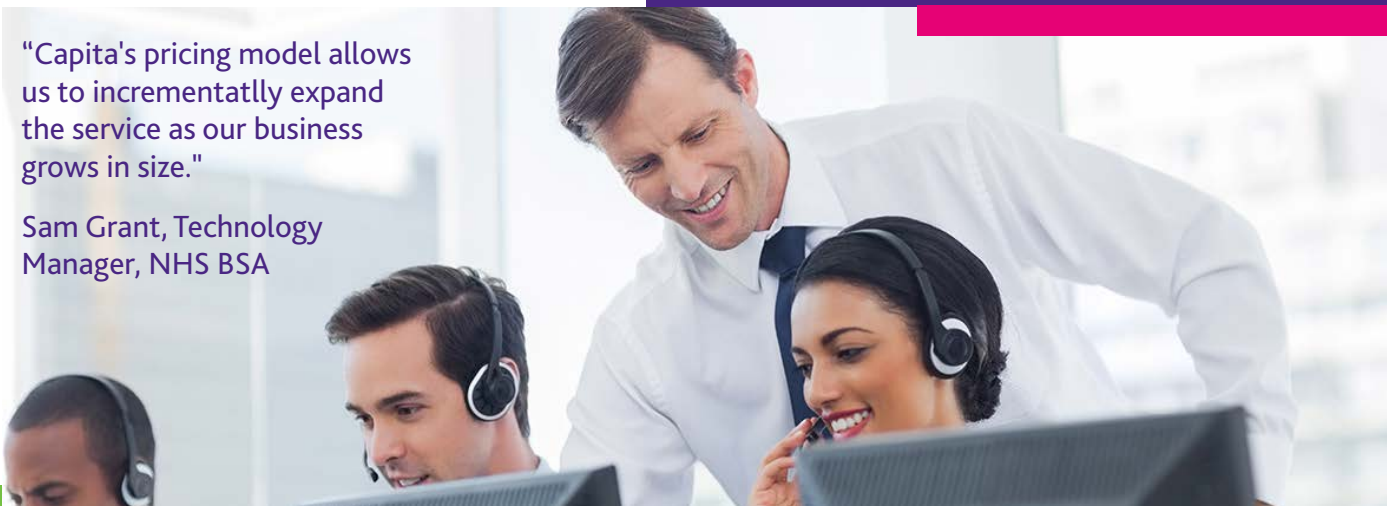
deliver a diverse mix of services across the UK, each caller requires something different."

The transition to Capita IT Enterprise Services' cloud voice service, with Avaya contact centre technology, enabled the NHSBSA to consolidate its contact



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Sam Grant, Technology Manager, NHS BSA



centre operations, streamline caller activity, and optimise the use of agents' time. This has delivered significant improvements in service quality and customer responsiveness and has generated savings for the BSA, Grant says. "Capita's pricing model allows us to incrementally expand the service as our business grows in size."

Journey to better service

Internally, Capita IT Enterprise Services realised very quickly after moving to private cloud tools that there are still several key challenges, including flexibility and the ability to move quickly. That's why it was one of the first to leverage the virtualisation capabilities of Avaya for its customer services.

"We have taken our customers on a journey," says Kevin Smitten, Product Manager at Capita IT Enterprise Services.

"We've delivered real, quantifiable benefits for our customers and given them a simple commercial model that enables them to continuously gain future product developments and features."

He added that this transition is not about replacing like with like, but delivering real value and enabling clients to buy into new technologies, extend their contact centre services, improve their operations, and stand out from their peers.

The reliability of the cloud

Since launching its managed voice service, Capita IT Enterprise Services has built a strong pipeline of companies eager to streamline their front-office and back-office operations. Demand is being driven by two core features: flexible and modular options and the utility pay-as-you-go pricing model.

"When moving to a different consumption model, firms shouldn't have to compromise on quality or functionality," Furber adds. "The fact that Avaya understands this and continues to deliver a full-capability contact centre in the cloud was the key."

This faith in Capita IT Enterprise Services and Avaya is why customers such as the NHSBSA are looking to expand their services. The NHSBSA in particular is interested in adding speech analytics and social media as it shifts more toward a multichannel contact centre - delivering the same quality service regardless of the channel.

Avaya products & solutions:

- Avaya Collaborative Cloud™
- Avaya Aura® Call Center Elite
- Communications Manager

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. www.avaya.com

About NHSBSA

The NHS Business Services Authority is a Special Health Authority and an Arms Length Body of the Department of Health which provides a range of critical central services to NHS organisations, NHS contractors, patients and the public. www.nhsbsa.nhs.uk

Why Capita IT Enterprise Services?

At Capita we understand business, technology and process. Placing the customer at the heart of everything that we do, we have a proven track record in transforming businesses through intelligent IT. With Capita you'll find that we:

Think of you – our customer. We make it our business to see the world through your eyes and build intelligent, integrated solutions that you deserve.

Find a way – our entrepreneurial spirit and know-how enables us to deliver solutions with speed and agility that can be trusted.

Keep it simple – we minimise the risk and deliver results fast. Our expertise means we are practical and pragmatic and we deliver on time.

Want to learn more? Contact us on its@capita.co.uk or visit www.capita-its.co.uk