

Citizen's Advice Bureau goes live with new call centre solution from xstreammedia

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Citizen's Advice Bureau in Herefordshire gears up to handle over 22,000 calls annually using state-of-the-art call centre technology

Herefordshire Citizen's Advice Bureau (CAB) region has implemented a new call centre solution from xstreammedia for its advice service. The call centre, based in Ross on Wye, currently handles over 7000 calls per year but has been tasked by CAB headquarters to increase the number of calls to over 22,000 in the next 3 years.

xstreammedia supplied an Avaya INDeX system with call centre functionality and Oak Telecom call logging. The solution provides call management statistics that will enable CAB to increase the number of calls that it handles as well as monitor and improve its service provision.

According to Steven Lloyd, IT Manager at Citizen's Advice Bureau: "We chose xstreammedia because they understood our requirements without getting bogged down in the technology.

Together, the computer and telephone systems will provide us with flexible call routing, handling and data that will help us meet the call demand while providing an efficient and accessible advice service."

The system will support the new service for the region for those people who are unable to access the existing services of the CAB, whether for physical, social or geographical reasons. It is part of the National Lottery Charities Board Call Centre Project aiming to provide a service to those isolated in rural communities.

The project plans to recruit and train a team of 24 volunteers to provide telephone advice across the county of Herefordshire. It will also operate during non-traditional hours, which will open up opportunities for those volunteers unable to assist in the past.

Bob Mather, Senior Account Manager at xstreammedia said: "For organisations like Citizen's Advice Bureau it is key that they make every pound invested in IT work hard. The call centre solution that we supplied is ideal for smaller organisations – it brings all of the latest technology features available in larger scale systems to help them operate smarter and more cost efficiently."

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Notes to Editors

About Citizens Advice Bureau

The Herefordshire Citizen's Advice Bureaux (merging Ross on Wye, Leonminster & Hereford CABx) was incorporated as a charitable company in July 1999. The Bureau provides help, advice, information and assistance on a huge array of topics including benefits, debt, consumer, legal, relationships, employment, housing, utilities, tax and immigration. It provides a cost-effective service working in conjunction with other agencies including benefit departments and solicitors.

Herefordshire CAB is a member of, and is supported by, the National Association of Citizens Advice Bureau (NACAB). NACAB provides the main information system, quality assurance measures, consultancy services and advice on strategic policy.

About xstreammedia

xstreammedia was formed as a result of the merging of four companies with the collective aim of delivering eBusiness solutions that take full advantage of the economies to be gained by the convergence of Voice and Data systems. xstreammedia is focussed on the delivery of cost effective eCRM solutions to small and medium sized enterprises (SMEs) with its flagship product XeRM.

XeRM empowers SMEs by providing multimedia contact centre technologies for the normal workplace at a realistic price. The company specialises in helping organisations through every step of integrating voice and data systems ensuring that they are able to provide fast, effective customer service.

For more information visit: <http://www.xstreammedia.co.uk>

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