



# > INTELLIGENT CALL ROUTING OVER IP BOOSTS EFFICIENCY LEVELS FOR POLICE FORCE

**NORTEL**



## Case Study

### Humberside Police

“The Nortel solution has helped the Force to achieve a much greater level of success in Home Office inspections, to hit call targets and most importantly, to respond to our citizens in good time.”

> **Terry Fisher,**  
**Project Management,**  
**Humberside Police**



**Customer:** Humberside Police

**Country:** UK

**Industry:** Government

**Challenge:** Humberside Police needed to improve call handling through a stable call centre platform.

**Solution:** Implementation of a new IP contact centre across two sites, with the Nortel Contact Center acting as a front-end switchboard. Two Nortel Communication Server 1000s and two Nortel Contact Center Manager Servers deliver this functionality to call handling staff, using Nortel IP Phones 2004 and Nortel IP Phones 1140. Administration is supported by the Nortel Telephony Manager.

- Benefits:**
- **Improved citizen interaction** – intelligent call routing enables speedier and more effective call handling
  - **Greater resiliency** – one call handling site can take over from the other, ensuring backup in the unlikely event of a failure
  - **Enhanced call reporting and management** – the force can monitor call statistics and work more productively
  - **A path to multimedia communications** – in time, the public will be able to fax, email, and SMS the new contact centre

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Project Management,  
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“Nortel's intelligent call routing function is the most useful and powerful functionality that we have implemented.”

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## The scenario

Police forces in England are under constant pressure to deliver first-rate services to citizens. Monitored closely by Home Office institutions and with regular inspections from Her Majesty's Inspectorate of Constabulary, call handling staff in particular are under scrutiny to deliver swift, efficient response to emergency and non-emergency calls alike.

In the district of Humberside, with a population of just over 1,140,000, the police call centre is the crucial link between citizens and their police force. As Terry Fisher, Project Manager at Humberside Police, explains, the handling of emergency and non-emergency calls was in need of improvement: “When non-emergency calls came into the switchboard, they were answered by an operator, who would establish the nature of the call before routing it manually to our call handlers. But doing this for every incoming call was becoming time consuming.”

Expanding on this, Terry notes that the Force “struggled to know how best to staff our call centres appropriately, which resulted in problems of over- and under-staffing. This affected the speed and quality of service we were able to deliver.”

Humberside Police established a project to identify and implement a new, more resilient solution that would not only enable the force to hit national call targets, but also help them move up the ranks in the unofficial police league tables created by the local press. Gaining a higher status would inspire a greater level of community confidence in the police, not to mention healthier staff morale.

This new solution needed to enable call handlers to log, monitor and create reports for all incoming calls, further improving working practices for the benefit of the Force and local citizens alike. “For example, we wanted the data to help us predict roughly how many calls to expect on an average Saturday night, in order to ensure appropriate staffing,” Terry explains. “And from a training perspective, Command and Control Centre Management were keen to monitor individual agents to gain awareness of how calls are dealt with and to help understand where they needed to increase their knowledge. Citizen service is our main priority, and we wanted to make contacting the police force as easy as possible.”

## The solution

To deal with this, Nortel designed a brand new IP contact centre – making Humberside Police one of the first Forces in the UK to converge its voice and data. “We chose Nortel IP technology because of its resilience, breadth of functionality, and because of Nortel's good track record,” explains Terry. “They were able to provide us with an advanced solution that we could trust.”

At both of its call handling sites – one in the town of Grimsby, and the other in Hessel, some 27km away – Humberside Police chose to install a Nortel Communication Server 1000. This leading IP PBX, coupled with two Nortel Contact Center Manager Servers, can deliver a host of contact centre features such as call reporting, live call statistics and call treatment flexibility. Importantly, this configuration also improves network resiliency, so that in the unlikely event of a service outage, there will always be a second Communication Server 1000 to provide virtually seamless backup.

The Nortel Telephony Manager, meanwhile, was chosen to enable police IT staff to manage the Communication Server 1000 using a highly intuitive, web-based

interface, to simplify administration tasks. And in addition to this, Terry and his team chose a number of Nortel IP Phone 2004s and Nortel IP Phone 1140s to provide flexible telephony deployment options with the support of the Force's Communication Server 1000.

The final part of the new architecture was the Nortel Contact Center enabling the Force to offer integrated SMS, fax, email and instant messaging options to local citizens when they are ready to do so, providing the public with an even greater choice of contact.

## The results

Answering 90% of calls within 10 seconds is the Government's Management Information Unit's national standard for the police in England and today, with the Nortel platform, Humberside Police have improved their standard so that approximately 95.5% of calls are now answered within 10 seconds, beating the national average.

The Nortel Contact Center, through a new Customer Relationship Management system (CRM), is used to intelligently route incoming calls through to call takers at either of the Force's sites. "Once we build up the intelligence in systems such as CRM, it will be able to route calls automatically according to their geographical location, or even the telephone number," explains Terry. The numbers belonging to regular callers – for example, those involved in an ongoing dispute – will be recognised by the system, and will be routed straight to the relevant centre or a specific call handler. "Our staff can even greet people by name, providing the reassurance that you would expect from the police," he adds.

This functionality will become even more intelligent and interactive in the future. As soon as the Force is ready to do so, it can allow citizens to email, SMS, fax and even instant message the Nortel Contact Center. The Nortel Contact Center can then delegate these messages according to staff training and previous experience, putting them straight into staff work schedules. "This will make our call centre a true contact centre," says Terry. "It'll allow us to prioritise how we handle emergency and non-emergency cases, ensuring we always get back in touch with every citizen."

High levels of resilience have also been achieved by the Communication Server 1000s, linked over IP across both sites. In the unlikely event of a failure at the one site, the other switch provides the active backup, for an 'always on' solution. And just as Terry had hoped, both call centre agents and management have benefited from the ability to view call statistics, and report trends. "Now we can rapidly identify busy times, assigning the most appropriate number of agents to the phones.

"The main aim for this project has been to enable citizens to get in touch more effectively, giving them a rapid response – whether through 999 calls, or non-emergency – and that's what we've done. The Nortel solution, and its ability to interface with other applications, has helped the Force to achieve a much greater level of success in Home Office inspections, to hit call targets and most importantly, to respond to our citizens in good time."



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