

## CASE STUDY

# Accent



### About FluidOne

At FluidOne, we are proud to be an award-winning Connected Cloud Solutions provider that's consistently achieving one of the highest Net Promoter Scores (NPS) in the industry. Our own national fibre network, Platform One, underlies each of our services and is the most connected network in the UK. Our services cover connectivity, SD-WAN, cyber security, IT & cloud managed services, mobile & IoT, UCaaS and CCaaS.

We design tailored solutions to help each of our customers and partners digitally transform their IT and communications. We combine the services of our specialist partners in cyber security, IT managed services, and UC with our unparalleled connectivity to create multi-cloud and multi-connected environments that are secure and safe for them to use.

### About Accent

Established in 1988, Accent is an award-winning full service research agency handling major qualitative and quantitative studies for high-profile clients. With a highly skilled and experienced team, operating from offices in London, Edinburgh and Bristol, Accent has a proven reputation for providing customised research solutions with real business benefit to anywhere in the world. For more information, go to [www.accent-mr.com](http://www.accent-mr.com)

# A Bespoke Upgrade combines a new Telephone System with Legacy Call Recording

When your company's success depends on the productive efficiency of your call centre staff, the performance, usability and effectiveness of your telephony to seamlessly integrate with other systems is absolutely critical. This case study outlines the experiences of a fast growing, award-winning research agency. After choosing FluidOne for their new telephone system, Accent gained a provider with the necessary expertise to smoothly integrate their new solution with other legacy technology and install it without downtime. Accent also acquired a solution with the extra capacity and enhanced performance needed to support their outbound call team of research agents, while further strengthening their reputation for quality.



## The Challenge

Before FluidOne installed a new Mitel 5000 communications platform and a Mitel CSM Call Reporting Tool into their Edinburgh office, Accent was becoming concerned about the capacity of their existing telephone system, and its ability to provide the detailed call report statistics that they required. Shakeel Mohammed, Accent's IT & Finance Manager said: "As we grew and became much busier, it was becoming apparent that we would require far greater capacity from our telephony, if we were to meet the requirements of our rapidly growing workforce. We also needed enhanced reporting functionality, so we could more accurately assess the on-going performance of our call centre research agents and help optimise their efficiency."



## The Solution

Following in-depth consultation, a Mitel 5000 and a Mitel CSM Call Reporting Tool solution was chosen. Compared to many other telephone solutions available, it was one of the few able to provide detailed analysis on outbound calls, at a price that was competitive. In addition, the ability to deploy a mix of digital and IP phones offered flexibility to expand user capacity. FluidOne had to give careful thought to Accent's system integration and installation needs, due to the importance of other legacy technology they were using and the business critical nature of their work, where any downtime could prove costly. Accent soon realised that FluidOne was the right company to deliver their telephone system upgrade and installation needs, after they presented them with a range of options that could best meet their performance and system integration requirements.



## Result

Since it was installed, Accent has been really pleased with the performance of their new telephone solution and the on-going support they have received from FluidOne. Accent have now got access to other potential benefits including:

### A more flexible communications platform

with the option on the Mitel 5000 to deploy digital or IP phones, allowing users to keep the same extension number, log-in and seamlessly make or receive calls from anywhere.

### Cost efficiencies

due to the detailed and real-time report functionality provided by the Mitel CSM, for measuring individual agent activity and call performance.

### Enhanced employee productivity

thanks to features of the Mitel telephony solution such as built-in number directories, click and dial and real-time statistics that can reduce the length of agent calls

### Fast effective solution support

thanks to FluidOne's comprehensive maintenance package that includes break-fix support from knowledgeable engineers, spare parts and quality customer service backed by a Service Level Agreement



## Get In Touch

We are here to help and with our expertise, we can recommend the right product for your business.