



Mitel MiContact Center Enterprise Improves Efficiency and Customer Service for The Welsh Blood Service



The Welsh Blood Service is a National Health Service (NHS) unit in Pontyclun, South Wales that collect blood, process it, test it and store it before delivery to the hospitals in Wales.

It is a unique organisation within the NHS as it shares the commitment of all NHS staff to provide the highest possible professional standards, but is unique in the alliance of these commitments with the generosity of its altruistic donors who freely give their blood so that other, unknown persons can have the medical treatment they require.

THE CHALLENGE

Ian McCormick, Operations and Contact Centre Manager at The Welsh Blood Service (WBS), was looking for a customer contact centre solution to provide a professional, and efficient service for their newly revised Donor Contact Centre (DCC).

The Welsh Blood Service faced a change in business requirement and their Donor Contact Centre (DCC) required additional functionality to meet expectations and deliver the required levels of service. The DCC was to become the sole contact centre for Welsh Blood Donations for all of Wales, and would be known as the All Wales Project. The move would mean a 25% increase in calls to the centre and these needed to be suitably managed.

The Welsh Blood Service were experiencing some functionality issues with their current call centre solution that was impacting their customer experience. In their new solution they were looking to solve their current problems and have added features such as visualisations of KPIs and performances stats, multimedia, a redesigned call flow and a disaster recovery solution.

THE SOLUTION

DV02 wanted to ensure that the most suitable solution was provided for WBS and so workshop and demo days were held to get an understanding of their current shortfalls and their requirements for a new solution. DV02 recommended implementing Mitel MiContact Center Enterprise to ensure the system had intelligent and simplified inbound and outbound call routing options.

The WBS recognised that this was the right tool for them and the process of implementing the solution began. It was important to the WBS that a number of 'super' users were extensively trained on the features and functionality of the service so they would be able to train other employees. In addition to this, on the first day of service the DV02 Solution Designer was on site to make sure everything ran smoothly and any queries could be dealt with straight away.

The implementation of the new system has enabled The Welsh Blood Service to handle enquiries professionally and efficiently.

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At DV02 we consult, design, implement and support industry leading Unified Communications, Contact Centre and Network Services that enable businesses, their people and their customers to collaborate effectively no matter where they are or what device they are using.

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“DV02 took time to understand our needs and provided a solution which has improved our every day workings and customer service dramatically”

Ian McCormick, Operations and Contact Centre Manager



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