



Avaya and Mason Infotech deliver lower costs, greater control and improved customer service for the Driving Standards Agency

Challenge

With 2,600 staff managing more than 2 million practical driving tests and 1.5 million theory tests every year, the Driving Standards Agency (DSA) required a call centre solution that could efficiently handle from 5,000 to 10,000 calls a day taken by up to 150 call centre agents, 20 supervisors and just over 200 back office staff. The three disparate systems DSA had been using were no longer manageable. A solution was required that would pull these elements together and would also integrate with its existing database and IT systems in the longer term for self service functionality, providing greater control over call routing and offering call recording and reporting for more meaningful service evaluation.

Solution

Avaya Authorized Partner Mason Infotech recommended a complete Avaya solution that provided the Driving Standards Agency with end-to-end call handling and reporting, complete integration with DSA's existing database and IT infrastructure. This solution provided for the options of self service functionality and extending the system to support back office requirements.

Excellent customer service is now enabled by applications including Avaya Communication Manager, CMS Call Centre Software, Witness Call Recording, Avaya Voice Portal (including CallBack Assist), Modular Messaging, Contact Centre Express and Spectrum Wall Board Solution. The deployment of Contact Centre Express also allowed the Agency to prepare for the integration of text (SMS), web chat and e-mail communication into the call centre, creating a multi media contact centre and aligning communication channel strategy with the successful web site services.

Value Created

- Enhanced call handling functionality, leading to improved real time and historic reporting.
- Significant cost savings owing to full in-house control of call routing and treatments.
- An improved customer experience brought about by CallBack Assist, reducing the amount of time customers have to wait in call queues.
- Process efficiencies resulting from the standardisation of technology and the centralisation of the platform.
- Intelligent, personalised interaction with customers.
- More productive internal collaboration.
- Faster linkage of people, processes and resources.
- More agile, secure and reliable operations.

Newcastle, England - The Driving Standards Agency (DSA) is responsible for testing all drivers in the UK. It provides a facility for people to obtain a driver's licence and delivers more than 1.5 million theory tests in 158 centres, 1.8 million practical tests for car drivers, 84,000 vocational tests and 105,000 motorcycle tests each year. All these tests are booked online or through DSA's call centre, which handles between 5,000 and 10,000 calls per day.

By early 2007, the DSA realised its existing call centre solution was nearing the end of its useful life. An ageing system provided only one-third of the actual call handling functionality required by DSA. Call routing was provided by using a network based routing solution, which left DSA with limited control over call flows. A limited self serve function was provided by a speech recognition solution provided by another third party.

With three disparate solutions, it was very difficult to cater for change and respond to different business requirements or to provide any meaningful end-to-end statistics for call handling. The solution was not capable of providing any integration for self service offerings or simply end-to-end call handling and reporting.

The DSA turned to Mason Infotech for help on taking its call centre to the next level. It had a number of objectives in mind:

- Greater control over call routing.
- Better reporting functions.
- Improved customer service. The feeling at DSA was that customers were waiting too long in call queues.
- Reduced operating costs.
- Reduced lead times.

Mason Infotech recommended a complete Avaya solution to meet the objectives of DSA. The Avaya systems and applications implemented for DSA include Avaya

Communication Manager, CMS Call Centre Software, Witness Call Recording, Avaya Voice Portal (including CallBack Assist), Modular Messaging, Contact Centre Express and Spectrum Wall Board Solution.

DSA has met all its objectives since implementation of the Avaya solution in April 2007, and is now looking towards the next phase. Jason Falk, DSA's Customer Operations Manager at the Newcastle facility comments:

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—Jason Falk,

*Driving Standards Agency,
Customer Operations Manager*

it provides the cornerstone to develop the Newcastle facility into a ‘Contact Centre of Excellence’, introducing new communications media such as e-mail and web chat alongside the traditional voice service. The enhanced communications infrastructure will allow us to develop the Newcastle facility to deal with all the public enquiries into the Driving Standards Agency alongside the driving test booking facility.”

Handing Back Control to DSA

The Avaya solution places full control of call routing and flows firmly in the hands of the DSA service delivery team. That in-house team now has visibility of the whole call flow from start to finish, which it did not have with its previous technology solution. This visibility allows the team to take control of call routing, managing the length of queues, queue announcements and functions such as CallBack Assist in an appropriate and timely manner. This up-to-the-minute management of calls has had a dramatic impact on customer satisfaction levels and has led to a reduction in costs, since DSA is not paying a third party to make call flow changes on its behalf.

The Spectrum Wall Board solution comprises four 42-inch plasma screens in the call centre with live statistics. Everyone in the call centre is able to see these screens so all 150 agents are aware of queue lengths and other vital information. Supervisors are able to set alarms in this system so they are alerted when a change may need to be made. Supervisors are also able to see individual team performance

from their PCs. Call recording has also been deployed, which has been welcomed by call centre agents.

Improved Customer Experience

One of the greatest achievements of the Avaya solution is the improved customer service it has allowed.

CallBack Assist in particular has led to some very happy customers, particularly among regular users such as driving instructors. CallBack Assist is switched on when call queues reach a certain length or duration, and may be adjusted at any time by the service delivery team. This service gives the caller an option to leave a number for the system to call them back. The Avaya system automatically calls the customer when their call reaches the front of the queue and provides the agent with the customer's name so that they know who to ask for. Importantly, the call is not taken out of the queue when the CallBack Assist option is selected.

Below is a small selection of feedback from driving instructors that DSA has received since CallBack Assist was implemented:

"I am using the system more and more. It has saved me a lot of time and is a great idea. Well done to the agency for considering ways to become more efficient!"

"A far superior service. Much easier to use, particularly for driving instructors when they are out on the road with candidates."

"Service is brilliant, very handy for driving instructors. A lot quicker."

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— Stephen Mason, Managing Director of Mason Infotech

System Advantages and Fast ROI Set Avaya Apart

By the end of 2006, DSA had reached a size with their existing equipment whereby they knew they had to upgrade the system. They did not have the internal expertise to decide whether it was best to upgrade the existing system or to look for a new solution. Mason Infotech was appointed by DSA to make a business case regarding a technology refresh. An Avaya unified communications solution was recommended.

Stephen Mason, Managing Director of Mason Infotech states: *“Once I had done the business case and looked at the costs of either revising what they had or the Avaya implementation, it became clear that, with the additional advantages that the Avaya system brought, the return on investment was substantially quicker with Avaya.”*

The specific advantages the Avaya system brought included its ability to integrate with DSA's existing IT infrastructure as well as the long-term ability to extend the operation of the system to back office functions. The self serve and automation that integration with the Agency's IT infrastructure allows is leading to long-term operational cost reductions.

Looking to the Future With Avaya

With a fully functioning call centre offering superior customer service and providing valuable performance and call data now in place, DSA has its sights set on the next phase of improvements.

Its goals for the future with Avaya include a self serve function that will allow callers to book or change a test and may also allow payments to be automated.

The existing Avaya technology may also be extended to provide full back office cover to a team that currently handles information requests and customer complaints.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on **Resource Library** at www.avaya.com/uk.

All statements in this case study were made by Stephen Mason, Managing Director of Mason Infotech and Jason Falk of the Driving Standards Agency.

APPLICATIONS

- Avaya Communication Manager
- CMS Call Centre software
- Witness Call Recording
- Avaya Voice Portal
- Modular Messaging

SYSTEMS

- Contact Centre Express
- Spectrum Wall Board Solution

ABOUT THE DRIVING STANDARDS AGENCY

The Driving Standards Agency (DSA) is a trading fund with planned turnover of £199 million for the year 2009/10, largely funded through fees and revenue from other road safety initiatives. It delivers tests from over 400 practical driving test centres and 158 theory test centres.

DSA employs over 2,700 staff, of which some 2,000 are driving examiners. In 2008/09 DSA conducted 1.72 million practical car tests, 84,000 vocational tests and 105,000 motorcycle tests. A total of 1.5 million theory tests were carried out. At the end of the year there were around 44,768 people on the Register of Approved Driving Instructors.

DSA was one of the first Government agencies to introduce an online booking service.

ABOUT MASON INFOTECH

Mason Infotech is an Avaya authorized partner for both Avaya SMB and Avaya Enterprise solutions, specialising in providing voice and contact centre solutions as well as voice and data infrastructure solutions to businesses of all sizes. Mason Infotech works with businesses as a consultative partner and as a result has developed long-term relationships with the majority of its clients.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com/uk.