

Newlon Housing Trust

Case Study

Introduction

Newlon Housing Trust (NHT) is a charitable housing association that was founded in Hackney in 1968 with the aim of providing decent, affordable homes for local people.

Working directly with contractors, developers and councils, the Trust today provides more than 7,000 homes across north and east London, supporting the needs of one of the UK's most diverse communities. Newlon Housing Trust (NHT) is also the parent organisation of the Newlon Group, working alongside Newlon Fusion (Community Regeneration Program) and Outward (Special Needs Charity).

Business expectation

When approaching Pinnacle, NHT required:

- A system upgrade before moving office
- Increased telephony functionality & capacity
- Increased system resilience

“...Pinnacle’s consultative approach helped the project stay on time and budget...”

Parus Dhanani
Office Manager



Business solution

Pinnacle recommended upgrading NHT’s twenty year old Avaya INDeX telephone system to Avaya IP Office 500 telephone system with Preferred Edition.

As well as enabling NHT to handle 40 simultaneous calls, Preferred Edition also offers functions such as automated attendants, “meet me” conferencing, group voicemails, voicemail to email and mobile twinning. With all this added functionality, NHT are able to route calls more efficiently and ensure that all enquiries are resolved. Avaya IP Handsets were proposed to make NHT’s telephony system more flexible, allowing users to ‘Hotdesk’ and take their extension with them wherever they go within the building.

Since NHT wanted the ability to record and log calls for training and customer service purposes, Pinnacle also suggested investing in Call Centre Reporter Package for the Service Centre and Cybertech Call Recorder. Call Centre Reporter Package for the Service Centre enables NHT to work more efficiently by allowing them to see how many calls are currently being dealt with, how many calls have been lost etc. whilst Cybertech Call Recorder helps improve customer service as the recordings can be used in training.

Finally, Pinnacle suggested a combination of ISDN lines and SIP lines, ensuring the availability of a second channel via which voice traffic could be routed in the event of a fault.

Results achieved

Pinnacle's upgrade provided NHT with the capacity and functionality it needed to grow and better serve their community in the future.

Through auto attendants, group voicemail, mobile twinning and voice-to-email, calls are dealt with more effectively, while the use of call logger reports and recordings in staff training has helped NHT improve their customer service. Importantly, the upgrade was completed in time for the office move meaning staff had time to familiarise themselves with the handsets and phone system.

While waiting for their ISDN lines to be installed, Pinnacle have routed all NHT calls via SIP. Once the new lines are installed however, NHT will have two possible routes for their voice traffic, improving the resilience of the system and minimising downtime.

"...Pinnacle are an excellent partner for NHT..."

Parus Dhanani
Office Manager

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"...staff feedback on the new system has been excellent as it has helped increase productivity.."

Parus Dhanani
Office Manager

Integrated technology

- Avaya IP Office IP500
- 16xx IP Handsets
- IP Office Preferred Edition
- Call Centre Reporter Package
- Oak Call Logger
- Cybertech Call Recorder
- SIP Trunks