

Case Study

The Newspaper Society A Total Telephony Solution

In the fast paced world of the media, communicating information effectively and efficiently as possible is imperative.

This case study addresses the telecommunications issues facing a media house faced with the challenge of replacing an out of date phone system with a new one able to process multiple calls directly to the relevant person..

CUSTOMER BACKGROUND

Based in great Russell Street London, The Newspaper Society was founded in 1836 and represents and promotes the interests of its members, made up of 1400 newspaper titles and comprising nearly 99% of all local and regional publications. In an age where access to information and media is growing at an ever-faster pace the society now employs 55 staff, many of whom are in regular contact with members providing expert advice in their various fields.

THE BUSINESS CHALLENGE

With demand for information from The Newspaper Society continually growing it had become apparent to the directors that a new communications system was required. Their existing telephone system was 16 years old and the Society's increasingly technology-oriented members found the difficulties faced trying to reach the right person had become embarrassing. The Society's analogue telephone system, with only one phone number coming in and out of the building, meant that each caller had to speak first to a receptionist and then be put through to extensions that were frequently unanswered and had no voice-mail.



WHY INTER-TEL?

Howard Sheldon, IT Manager of The Newspaper Society *"I reviewed a number of different products and spoke to many suppliers in order to find the kind of product and level of service I was looking for. Once I had spoken to a number of resellers I knew that the Axxess system was ideal and made excellent sense for the size of our organisation."*

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Howard Sheldon IT Manager, The Newspaper Society



THE BUSINESS SOLUTION

Every member of staff at The Newspaper Society now has an Axxess Executive Display Phone on their desk. This displays all incoming telephone numbers, providing a wide range of LCD screen based context sensitive choices when receiving incoming calls and even allowing The Newspaper Society's legal team to instantly record telephone conversations when in voice mail mode. Used in conjunction with the phone, the Axxess Voice Processing Unit provides an automated call attendant, delivering an enhanced digital voice mail service that can be checked from anywhere, simply by using a touch-tone phone.

The main reception area now deploys an Axxess Attendant Console DSS/BLF. Incoming callers can be transferred to the person they wish to speak to at the touch of a button or told immediately if the person is not there.

At the same time the Axxess system's Direct Dial Inward (DDI) function provides everyone at The Newspaper Society with their own direct line, enabling members to contact individuals without having to be routed through the main reception. The Axxess Internet Protocol (IP) Phone Plus system has also been installed. By using this VoIP system in conjunction with a high-speed Internet connection, callers and colleagues can reach anyone at The Newspaper Society when they're out of the office working from home or at another office where they can connect to an Ethernet LAN, simply by ringing their usual number.

The Axxess system has a multitude of features, many of which The Newspaper Society decided not to implement immediately. It's important that they always know what's available, and if they want a new feature, can get it up and running instantly.

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