

CASE STUDY

Making Connexions with **Positive Steps Oldham**

Introduction:

Positive Steps Oldham (PSO) is an independent sector company providing an integrated range of services, including Connexions, Oldham Youth Offending Service and Oldham Drugs and Alcohol Action Team.

PSO's mission is to enable young people across Oldham to make a successful transition into adult life and fulfil their potential. Its integrated approach recognises that young people may face a number of interconnected barriers to attainment. These could include family or relationship issues, health problems or offending behaviour.



The Problem:

PSO were working from a single office and they needed to expand the organisation to meet growing demand from the community. A new office was identified across the road from the existing one and a new telephone system was required to support the expansion.

The organisation also wanted to make it easy for young people when they phoned and in order to maintain the high standards of service already in place, the growth in demand needed to be supported by a system that would enable calls to be answered and dealt with quickly.

Given that young people use mobile phones as their primary means of communicating, PSO were finding that the cost of calls from landline to mobiles were escalating and accounted for a large part of the communications bill.

PSO chose Purple Penguin to implement the new system and to review the communications costs for the entire organisation.

The Solution:

Purple Penguin implemented an Avaya IP Office in the new building. This has the capability to support 200 extensions and as an IP based solution it provides centralised operator, voicemail, call management and call logging. Using the existing data network, Voice over IP (VoIP) trunking was put in place across three sites to allow free calls between these.

A GSM gateway was also implemented to minimise the cost of calls between landlines and mobiles and to provide free calls between company mobiles.

One year after the new phone system was implemented, PSO moved office again and the same system was reinstalled in the new office.

The Benefits:

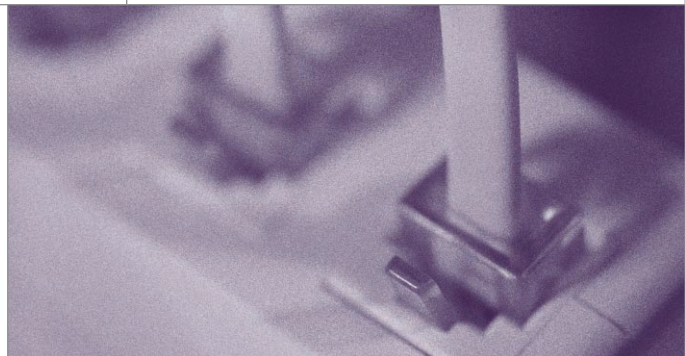
The project has delivered a multitude of benefits for PSO and its clients. These can be summarised as follows:

- ✓ Free calls between three sites
- ✓ One central operator working for the three sites
- ✓ Improved call handling and ability to answer more calls quickly
- ✓ Cheaper calls between landlines and mobiles
- ✓ Free calls between staff mobiles

By choosing to work with Purple Penguin, PSO achieved the following benefits:

- ✓ Local supplier who was able to get to site quickly
- ✓ Smooth implementation and management of office moves
- ✓ Gained an understanding of new technologies and their application to the business
- ✓ Strong support from the telephone system manufacturer due to a trusted, proven track record

PSO now operate in a cost effective communications environment which uses a mixture of existing and new technology.



Paul Wooding, IT Manager, Positive Steps Oldham said:

"Our experience of working with Purple Penguin has been very positive and throughout the project I was confident that their skills and experience were of the highest standard. They showed professionalism throughout and it always seemed that nothing was too much trouble for them. We are pleased with the outcome of this project and we look forward to a long standing relationship with Purple Penguin."