



Ancienne Belgique: more flexibility and efficient communications thanks to NEC UNIVERGE 3C & Business ConneCT

Employees of the Ancienne Belgique concert hall in Belgium have anything but a sedentary job. For everything to run smoothly and efficiently, they have to be available on the phone at all times. Realdolmen therefore installed a new communications system based on UNIVERGE 3C & Business ConneCT from NEC. This ensures that all employees can be contacted at all times on any device.

Internal communications are now much more efficient, especially thanks to useful functions such as the routing module, availability indicators and possibility of working from home, amongst other things. The Unified Communications system also ensures the phone ticket sales run smoothly. Employees can put calls through to the right people quickly, and the management team has a good overview of all incoming and outgoing calls so it can quickly deal with spikes at peak times.

CHALLENGES

The Ancienne Belgique (AB) sells some 250,000 concert tickets every year. Lots of these tickets are sold over the phone by the ticket shop. In order for everything to run smoothly, AB needed an efficient communications system to streamline the incoming and outgoing calls and improve employee communications. The concert hall also wanted a better overview of its incoming and outgoing calls.

The AB phone ticket sales take place on certain days and at certain times. People going to concerts can also get in touch via the info desk. The AB wanted to split these two services and be able to schedule which lines opened when. Other challenges included AB employees often working outside normal office hours and at the weekend, and not always being

at their desks. The concert hall wanted a communications system with which employees could be contacted at all times, on any device of their choice.

A final challenge that AB had to deal with was the number of calls at peak times when a popular band was scheduled to play. The AB wanted to handle these spikes by quickly bringing in extra ticket shop employees.

SOLUTION

Realdolmen implemented UNIVERGE 3C with a Business ConneCT Contact Center from NEC. This technology gives AB a single point of contact and routes incoming calls to the most suitable employee to shorten waiting times. AB uses a single operator and four contact centre licences for the ticket shop employees. There are also forty Voice-over-IP devices connected to the UNIVERGE 3C server which, depending on the role of the employee concerned, also uses a Unified Communications client. This makes it perfectly possible to work from home.

Thanks to the communications system's routing functions, employees can quickly put incoming calls through to the right person at the ticket shop or info desk. Marc Vrebos, Technical Manager at AB: "In the past we didn't always know how we could split these two services up and ensure that calls were put through to the right people, but this problem has been solved by Business ConneCT's routing functions." AB employees can now schedule everything precisely and easily, and can quickly put calls through to the right person using simple selection buttons. Each employee can now decide for themselves which device they want to be contacted on.



OUR APPROACH

Client

Ancienne Belgique Concert Hall

Industry

Culture

Challenges

Modern and flexible communications system for efficient employee collaboration

Solution

NEC UNIVERGE 3C & Business ConneCT Contact Center

Results

- Improved collaboration and communications between employees and customers
- All employees can be contacted at all times
- Good overview of all incoming and outgoing calls
- Work from home
- Management of peak time phone calls
- Seamless integration with Microsoft Outlook & Active Directory

www.abconcerts.be

About

The current Ancienne Belgique is situated on a historic site in the heart of Brussels. The concert hall is continuing to do what it's been doing for many years already: presenting interesting new and established performers to as wide an audience of music lovers as possible.

The Business ConneCT Supervisor dashboard helps Ancienne Belgique monitor all phone calls. Marc Vrebos: "We can now see in the glimpse of an eye if there's a risk of a shortage of capacity at any particular moment, for example when a popular band is scheduled, and bring in extra employees quickly to cope with this, even when this employee is working from home. I can also easily check how many incoming calls there have been over a certain period, and we can monitor the progress of ticket sales, see how many calls each employee has answered, what the average call time is, and so on. These are all things that we had no insight into before."

AB employees are also using the integration possibilities with Microsoft Outlook, both for the calendar and for contacts. The front desk staff can use this application to see if employees are available. So when someone's in a meeting, for example, the person working on the front desk knows straight away that it's best not to put incoming calls through to them. Employees can also use the Click-to-Dial function to call someone with a single mouse-click on the relevant Outlook contact. "All employees can see each other's availability, which rules out needless internal calls. All these functions really help us communicate faster and more efficiently."

RESULTS

Tickets sales run much more smoothly now thanks to Business ConneCT, all employees can be contacted at all times, and Ancienne Belgique can handle spikes in the number of calls without any problems. The management team can monitor and analyse the entire communications environment, and employees have the freedom to use any device they choose. This can be on a fixed line, smartphone or tablet, and they have the option of changing devices during a call by using the swipe function.

"We knew what products were available on the market, and we teamed up with Realdolmen through the Flemish Community framework contract. Realdolmen were already servicing our old telephone exchange, so the IT experts knew our organisation quite well, and this of course went a long way to making this project so successful. The collaboration ran very smoothly and the people from Realdolmen helped us find the best solutions to achieve the desired results," concludes Marc Vrebos.