

Macfarlane contact centre technology helps UK local authorities reach 2008 PPF Award finals

15th January 2008, London, UK. Macfarlane Telesystems is pleased to announce that two major contact centre projects that it has been involved with have been named finalists at the Professional Planning Forum Awards for 2008. They are:

- **Canterbury City Council:** Canterbury was shortlisted for its successful work-life balance initiative. With 20 out of 47 of its contact centre staff working regularly from home, the Council has halved attrition, increased employee productivity by over 15% and improved call handling efficiency by 30% for agents working from home. The initiative has also enabled the Council to recruit from a much broader pool of expertise. Canterbury is now looking to use its home working network to extend opening hours and implement shared working with other Kent Councils.
- **North Warwickshire Borough Council (NWBC):** In the words of the judges, NWBC has shown how “excellence can be delivered on a shoe-string by working with others to find new solutions”. In 2007, NWBC’s contact centre delivered an enhanced service for a lower cost than the previous year – dealing with 75% of the Council’s calls, doubling first contact resolution, increasing opening hours and establishing common job roles with the Council’s one-stop shops. In a customer survey, 98% rated NWBC’s service as ‘very good’ with feedback from employees and other stakeholders also excellent.

The other 2008 PPF Award finalists are: Carphone Warehouse (Mobile Division), Centrica (British Gas Services), Dell, EDF Energy, Firstsource Solutions, Gem, Metropolitan Police, Northern Counties Housing Association, Orange and Royal Bank of Scotland (IT Workplace Services).

Both Canterbury City Council and North Warwickshire Borough Council use Macfarlane CallPlus contact centre technology at the heart of their customer service operations.

“We’re extremely pleased that the hard work and excellence of Canterbury City Council and North Warwickshire Borough Council has been recognised at the PPF awards” said

William Gray, Managing Director of Macfarlane Telesystems. "We extend our best wishes to both organisations for the final judging."

About Macfarlane

Founded in 1987, Macfarlane is a UK developer and supplier of communication solutions to service providers, enterprises and public sector organisations. Its CallPlus platform supports a range of applications including multi media contact centre, IVR, management statistics, recording and unified communications. Its SpeechPlus platform supports Speech Recognition, and other speech-driven applications such as the Macfarlane VoiceDialler. The company delivers cost-effective, market-focused solutions directly and through strategic partnerships with vendors such as Lagan, Capita, Northgate, Steria and Serco.

Macfarlane has established a strong position in the public sector where it assists central and local government reach e-government targets, providing a citizen-centric approach while working within Best Value practices. Existing customers number more than 80 local councils including those within the Government's Partnership programme such as Somerset Direct Partnership, the Warwickshire Direct Partnership, the Lancashire Direct Partnership, and more recently the Staffordshire Connects Partnership. CallPlus has enabled these Partnerships to link their many local councils and create single 'virtual' contact centres that serve citizens on a county-wide basis. More details can be found at <http://www.macfar.co.uk>

Press enquiries:

Michael Gray

Gray Associates

Tel: +44 (0)20 8744 9168

michael@grayassociates.co.uk