

Glasgow Housing Association selects Macfarlane contact centre and disaster recovery solution

London, UK, 3rd October 2008. Glasgow Housing Association (GHA) is creating a new Customer Service Centre in order to improve the quality and consistency of its customer services.

The 60 seat Centre will open in October, initially handling general enquiries and telephone payments. Soon after, GHA will launch a range of additional services (including repairs and gas maintenance) and also hopes to support interactions with third parties such as Glasgow City Council).

The new Centre will be powered by an innovative Macfarlane contact centre system. The Macfarlane CallPlus system will support a range of telephone services from Automatic Call Distribution to Recording, Interactive Voice Response (IVR) and Management Reporting. It will also integrate closely with the Association's Lagan enterprise case management system (CRM) to synchronise the sending of data to agents' desktops as calls are delivered to their phones.

The Macfarlane solution features Host Media Processing (HMP), an innovative new software solution that removes the need for specialist telephony cards to be used in contact centre servers. The HMP software creates a flexible, scalable, and cost-effective solution that will lower the cost of developing, deploying and operating telephony servers, and ease the task of integrating Glasgow Housing's contact centre with its Cisco Call Manager (V6.0) telephone switch.

The Macfarlane contact centre will provide failover redundancy, with mirrored CallPlus applications running in a separate location for complete disaster recovery piece of mind.

"Macfarlane was recommended by a number of our technology partners and we've been impressed in our dealings with the company to date" said Carol Lawrence, Project Manager, Glasgow Housing Association."

"We're delighted to have been awarded the contract to deploy our technology in GHA's new contact centre" said Paul Skinner, Sales Director, Macfarlane Telesystems. "It's an exciting

project that through tight integration between different technology systems will deliver flexible service choice to callers.”

About Glasgow Housing Association

GHA's remit is rooted in commitments made to tenants when responsibility for the bulk of Glasgow's social housing was transferred from Glasgow City Council (GCC) in 2003. The transfer agreement had seven key requirements (covering rents, repairs, regeneration and tenants' rights) and are encapsulated in GHA's four core objectives: modern housing services, sustainable homes and successful neighbourhoods, transformed housing network, and effective business and people management. Working with tenants, primarily through the Local Housing Offices network, and with other public agencies, GHA is delivering on all of these requirements and remains intent on achieving wider community ownership and engagement in the future provision of social housing in the city.

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>

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