

Case Study

Kids Help Phone

Kids Help Phone Toronto is a free and confidential counselling service for youth.



Blending Microsoft Lync with ice contact center can yield a powerful solution that enhances communication within your business applications.

Background

Kids Help Phone Toronto (KHP) is a free and confidential counselling service for youth. Youth can speak anonymously with professional counsellors by calling the Kids Help Phone hotline. Before switching to ComputerTalk's contact center, counsellors working out of the Toronto office used a Nortel call center solution.

Problems with existing call center

Kids Help Phone needed to upgrade their call center for various reasons.



No support for text-based chat

Voice communication was still important for youth, but studies indicated that many youth would prefer using chat to discuss their problems, for increased privacy and a greater feeling of anonymity.



No reporting tool

KHP wanted to be able to gather call and chat information for analysis and planning purposes.



Lack of upgrade options

Their existing Nortel system did not provide an upgrade path that would provide new features and help KHP stay relevant to their young clientele.



No support for remote work locations

Counsellors could not work offsite.

Ted Kaiser, Vice President of Information Technology, cites low cost and integration with existing infrastructure – including Microsoft Lync, the Nortel PBX and phone sets, and desktop application tools - as key benefits of switching to ice contact center.

Solution

Kids Help Phone's requirement for their counsellors to communicate with youth via web chat as well as voice compelled them to find a Unified Communications enabled (UC) solution that offers a rich chat experience for youth and counsellors. ComputerTalk's ice contact center with icelM web chat and Microsoft Lync provides the UC solution to the challenges that KHP faced.



Support for chat

ice contact center and icelM leverages Microsoft Lync's chat features to seamlessly support phone and chat messages, allowing youth to choose their preferred medium for communicating with counsellors.



A wide range of reports with secure logins

An easy-to-use reporting tool, providing over 100 standard reports, is integrated into the solution. Information is only accessible to people with the appropriate access level to protect privacy.



Website integration

Embedding an icelM chat window on the KHP award winning website was easy. The youth loved the rich chatting experience that included: pre and post surveys, choosing their own pseudo name, striking graphical emoticons, and a trendy look and feel that complemented the colourful website.



Remote access is supported

Counsellors can work from offsite locations and enjoy all the same features that are available in the main office.

Results

Kids Help Phone sees the value that ComputerTalk's solution brings. Ted Kaiser, Vice President of Information Technology, cites low cost and integration with existing infrastructure – including Microsoft Lync, the Nortel PBX and phone sets, and desktop application tools - as key benefits. Also, ComputerTalk's solution connects seamlessly with Kids Help Phone's existing Microsoft Exchange and Microsoft Active Directory, which simplified account management and administration. Since ice contact center integrates chat and phone into one platform, Kids Help Phone does not have to invest in training for multiple platforms.

Kids Help Phone plans to leverage ComputerTalk's solution so that counsellors can work from remote locations. Kaiser is looking forward to this option. He says that "ComputerTalk's tool definitely enables that remote element." This next step will be relatively simple and affordable, because Kids Help Phone will be tapping into the remote access capabilities of their existing Lync deployment.

Blending Microsoft Lync with ice contact center can yield a powerful solution that enhances communication within your business applications. This is just one of the ways ComputerTalk's solutions helps organizations meet their communications needs. For more information, contact us at 1-800-410-1051.

Who are we?

ComputerTalk is the most successful provider of Contact Center and IVR solutions in Canada. Founded in 1987, its ice customers span Canada, the US, and UK. Household client names include 3M, BMO Mutual Funds, Globe & Mail, RBC Dexia, TD Securities, Federal, Provincial, Municipal, State, and Local Governments.

ice UC is a complete IP communications solution designed for Microsoft Lync 2010, and offered as both an on-premise solution or as a cloud service. ice UC communications-enables business processes, providing detailed analytics, sophisticated reporting, skills based routing, and real-time monitoring. ComputerTalk solutions address the real business challenges of the end user, and empower them to produce an ROI with measurable results.



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