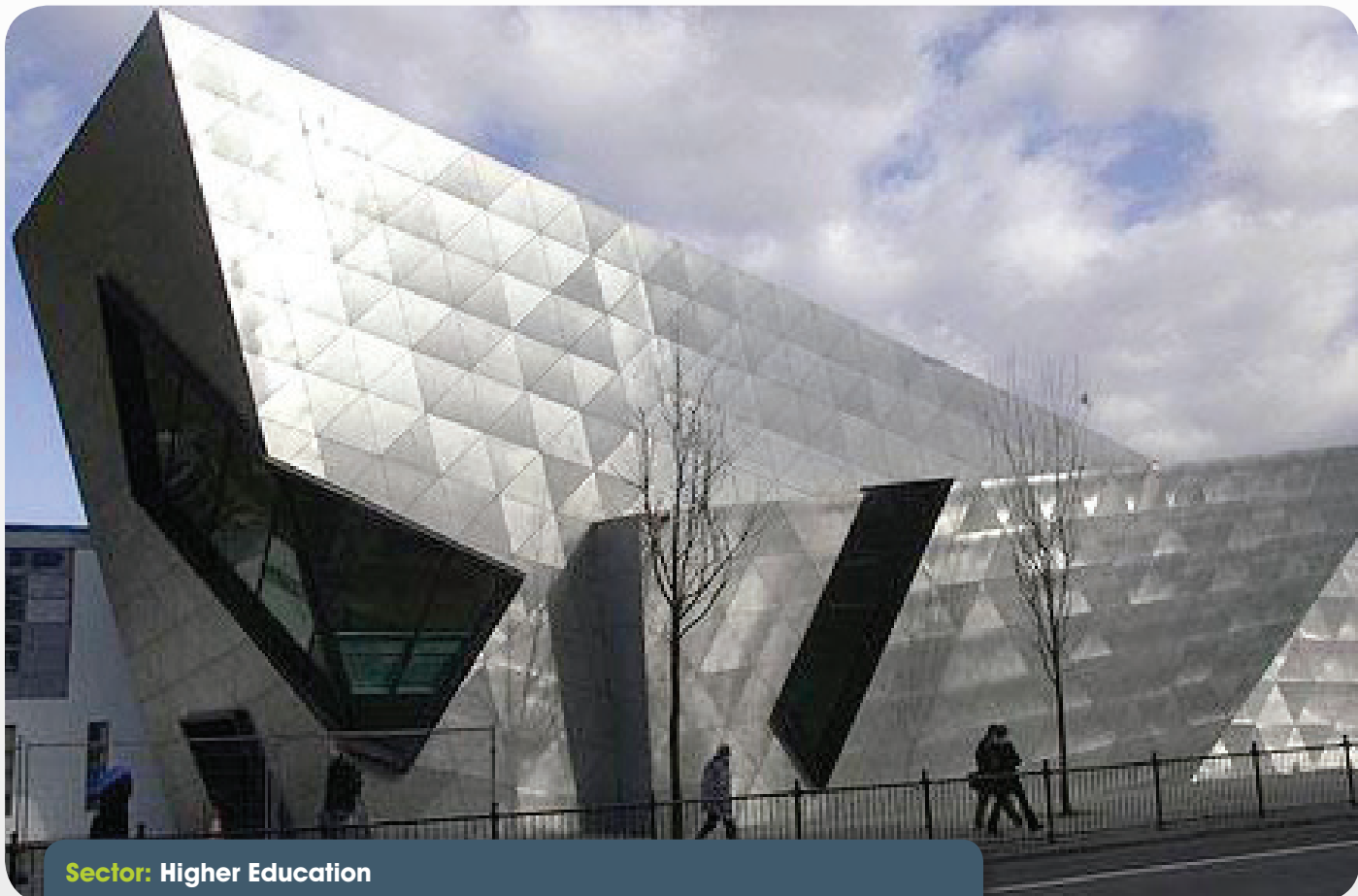# Case Study:
London Metropolitan

Sector: Higher Education

About: London Metropolitan University is a public university located in London established in 2002 following the amalgamation of the University of North London and London Guildhall University. It is the largest single university in the capital with buildings spread throughout the central London and comprises four faculties and a business school, each of which is subdivided into a number of departments.

Business Need: A robust unified communications platform with IVR script capability for in-house development and management of automated call services

The Solution: C3's Apcentia platform with integrated voicemail and call scripting functionality

"The team have a huge amount of experience and, unlike many larger organisations, are responsive to any changes you might want made. Their open standards platform ensure that we have a future-proof investment that leverages our existing technology and their suite of APIs give us plenty of customisation opportunities to develop specific bespoke services for our users."

London Metropolitan

A consistent communications network is central to the operation of London Metropolitan: an international university with buildings spread throughout central London where almost 30,000 (from 155 countries) students study.

C3's Apcentia platform was in place at London Guildhall University before the amalgamation with the University of North London in 2002 when London Metropolitan University was established.

Following the merger, Apcentia was favoured over the incumbent solution at North London and C3 has now been working with the team at London Metropolitan for over a decade. The university's C3 platform includes integrated voicemail provisioning, as well as Narrator – C3's Windows-based graphical design tool for automated call processing development.

The telecoms team have used Narrator extensively over the years to develop automated IVR services for departments across the university, including:

- **Admissions line** – IVR menus are used to trap calls to the Admissions line - a widely publicised number - before they reach an agent. The IVR menu asks the caller to confirm if it is actually Admissions they want to speak to and redirects callers with unrelated enquiries to other departments.

- **Estates and IT Support Helpdesk lines** – These lines can both be configured, in the event of a known university-wide issue, to play an automatic status message to callers before giving the option to be put through to a live agent

- **Staff Emergency line** – plays callers an automatic message with the status of any emergencies (building closures/power failures/security alerts)

- **'Information Boxes'** where caller only requires times/dates and doesn't need to speak to a person.

The Solution

The Apcentia platform is switch agnostic and TDM/ SIP-compliant ensuring that London Metropolitan can provide its users with a leading-edge communication solution, regardless of IP migration schedule or network supplier.

New applications can be easily added to the C3 platform ensuring that organisations like London Metropolitan can simply scale the solution to suit their ever-changing needs.

For example, C3's Queue Monitor was recently added to the university's Apcentia giving department managers more insight into call levels across the university, and enabling them to manage agent resource accordingly.

Recent C3 developments, such as the Fusion IVR Toolkit (an intuitive GUI that enables anyone to develop and deploy IVR services within minutes) and Fusion Contact (a converged platform that supports multiple communication channels, including voice, web and text, and presents messages from these sources to your agents via one single interface) are just two applications that London Metropolitan

is considering adding to its Apcentia platform ensuring the university can continue to manage inbound communications effectively, regardless of the channel customers use.

"We have been a customer of C3 for a number of years and have a very good working relationship with the team there - many of whom we have known for over a decade," says Eddie Bellman, Telecommunications and Data Infrastructure Manager.

"The team have a huge amount of experience and, unlike many larger organisations, are responsive to any changes you might want made. Their open standards platform ensure that we have a future-proof investment that leverages our existing technology and their suite of APIs give us plenty of customisation opportunities to develop specific bespoke services for our users."

Benefits

- C3 solutions are all core telephony agnostic and support TDM and SIP simultaneously meaning you can leverage existing technology investments and expertise and avoid 'rip and replace' costs

- We take an application-centric approach so you develop a focused (and more budget friendly) solution that fits your business. Our suite of APIs also enable further bespoke integration and customisation.

- Our solutions are all built on one core open standards platform protecting you against supplier lock-in and expanding customisation opportunities for competitive advantage

- We support a range of capability including unified messaging; audio conferencing; voice dialler; IVR scripting capabilities and multi-channel contact centre

- Our platform has been proven at both Cambridge and Oxford, plus several other institutions including University of Hull, Sheffield Hallam, University of Central Lancashire and many more

About C3

C3 has over two decades experience in the university sector, with unified communications installations at sites across the UK.

We understand how you work, the challenges you face, and how our products can help you deliver innovative communication solutions that streamline, enhance and save money.

Our products are all easy to use, genuinely scalable and switch-agnostic meaning you can be confident that a C3 solution is entirely future-proof, wherever you are in the IP migration process.

Our price structure is a simple per site cost (no per user licenses), offering you quicker return on investment and giving you the flexibility to scale your services to meet the ever-changing needs of your organisation and users.