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Successful telephony, a best practice guide

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“What is best practice?”

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- **Best**
 - of excellent quality, unequalled, most beneficial, greatest...
- **Practice**
 - frequently repeated act, habit, custom, usual method or procedure



“ Agenda

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- what is best practice
- buzzwords
- start with..
- vendors should add value
- call handling strategy
- KPI's
- investment appraisal
- questions



Best practice buzzwords -IT

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- BSI British Standards Institute
 - BS 7799 (information security)
 - BS 15000 (IT management systems)
- International Standardisation Organisation
 - ISO 9001:2000 (quality)
 - ISO 9004:2000 (perf. improvement)
- SOX, COBIT, ITIL



“What is telephony best practice?”

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- Business requirements, user profiles, statistics
- action plans, phased or staged to
 - use assets fully
 - improve efficiency
 - reduce costs/increase revenue
 - enhance competitive edge and profitability
 - be innovative
- Capitalise on features that switch on cost savings



“ General areas of best practice

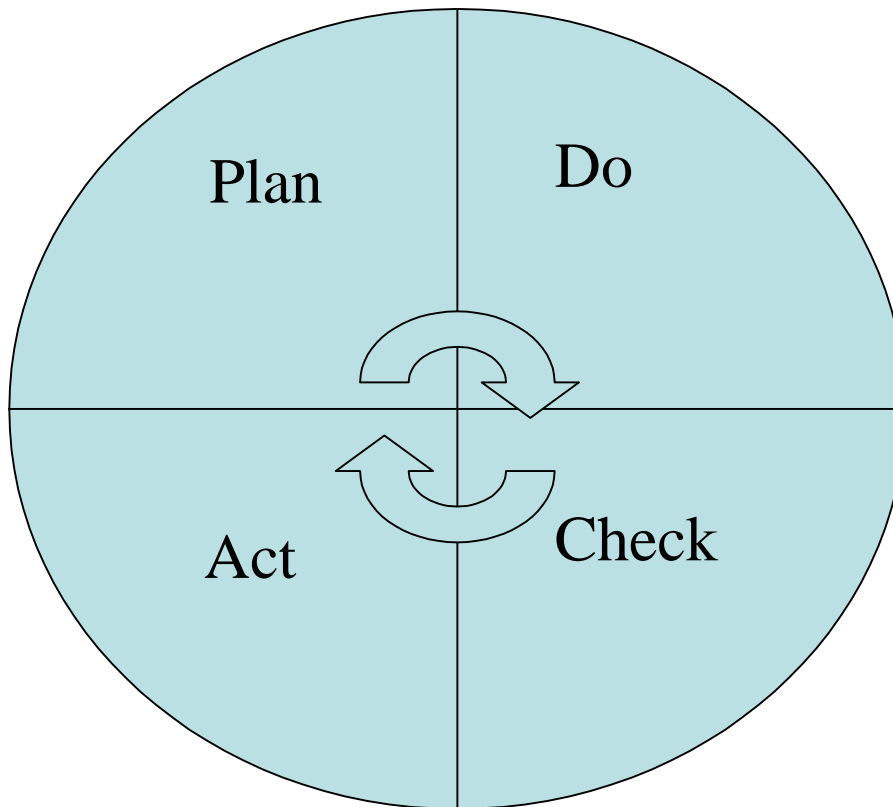
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- people and skills
- internal process
- changing the way you work
- align to the business
- review and check against kpi



“ Plan-do-check-act lifecycle

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- Product profile
 - system versions
 - modules purchased
 - features available
 - features in use
 - licence details
 - support details
- Support logs
 - check, fix and fine tune
- Usage reports
- Security
- Documentation
- Training
- What are other people doing?



“ Vendors should add value

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- case studies
- innovative use of products
- understanding customer's vertical markets
- ability to analyse usage and explain to customer
- networking opportunities between customers



“ Call handling strategy

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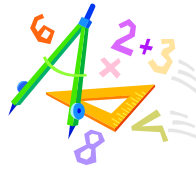
- ring time
- avoid ring disturbance
- contact human before tripping to voicemail
- callers answered by appropriate person
- voicemail offers breakout
- voicemail greetings updated daily
- voicemail notifications available to everyone
- simple IVR menus
- keep and analyse statistical information
- solution to be technology and vendor independent



Key performance indicators

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- Numbers



- Timing



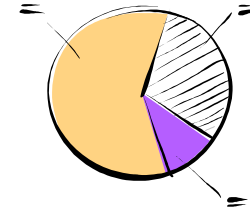
- Accuracy



- Targets



- Proportions



- Trends



- Costs



- Perceptions



Investment appraisal

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- Return on Investment (ROI)

Average increase in profits
investment

.....

- Return on Capital Employed (ROCE)

net profit before tax and interest
total assets less current liabilities

.....

- Total Cost of ownership (TCO)

assessing the lifecycle costs of an item rather than just the visible capital expenditure



“ Finally

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- Best practice is
 - publication of a collection of standards created by bringing together the experience and expertise of all interested parties (producers, sellers, buyers, users and regulators of a particular material, product, process or service)
- Use it
 - to align service to organisations, to identify improvements and opportunities, and to demonstrate value and justify costs.



“ Thank you

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