

## Harrington Brooks Case Study

### Challenge

Harrington Brooks clients are domestic individuals and demand the flexibility to contact and be contacted personally via mobile phones at any time convenient to them, which resulted in an increase in telephony cost and utilised funds that could be channelled into further enhancing the customer experience and increasing competitive advantage. Therefore the challenge was to achieve and beat Harrington Brooks contact strategy requirements and reduce costs at the same time. They wanted more for less.

### Solution

4Net Technologies in partnership with Packet Media, designed and installed a GSM Gateway solution for Harrington Brooks that would interface with the telephone system and dialler, to enable calls made from the contact centre to a customer mobile to be routed via the GSM Network. By routing the call in this way it becomes a mobile to mobile call rather than a landline to mobile call which reduces the cost typically by approximately 50%.

### Benefits

57% savings on call costs totalling £100,000 per annum  
No capital expenditure – costs are covered within the managed service  
Alternative route provided to aid disaster recovery increasing resiliency  
Managed service to guarantee peace of mind if any issues arise

### Introduction

Harrington Brooks is one of the longest established financial practices in the UK, with an unrivalled reputation with Government legislative bodies, regulators and creditors alike. Established in 1998, Harrington Brooks offers people who are in debt a full range of solutions, all under one roof and has successfully helped over 40,000 clients out of debt.

### Business Challenges

To continue building upon their success in the financial services market, Harrington Brooks is constantly looking to new and emerging technologies to improve operational efficiencies, reduce costs and maintain the high level of service the company prides themselves on.

Harrington Brooks clients are domestic individuals rather than corporates and as such they demand the flexibility to contact and be contacted personally via mobile phones at any time convenient to them, rather than 9-5! In responding to this client demand and due to significant and ongoing company growth, there was a subsequent and consequential increase in telephony costs.

This increase in cost was impacting upon the communications budget; utilising funds that could be channelled into further enhancing the customer experience and increasing competitive advantage.

Therefore the challenge was to achieve and beat Harrington Brooks contact strategy requirements and reduce costs at the same time. They wanted more for less.

### The Solution

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Savings were immediate as the capital cost of the equipment was covered under the managed service contract and was included within the pence per minute rate. This contract also covered all associated support services such as reporting, remote monitoring and fault resolution. This gives Harrington Brooks the peace of mind that any issues are quickly addressed and rectified with minimal business impact.

### The Benefits

Prior to installation, 4Net had estimated Harrington Brooks would save approximately 50% of their call costs, however, as the solution was deployed as part of a managed service offering with no initial capital expenditure the savings were immediate and highlighted a 57% saving totalling over £100,000 per year.

The GSM Gateway also provides an alternative route for calls aiding disaster recovery enhancing resiliency within Harrington Brooks without added expense.

Andrew Bickerton, Head of IT, Harrington Brooks commented 'As an FSA regulated business we put 4Net, Packet Media and the technology through a stringent process of due diligence. All came through with flying colours and we are delighted with the savings and the managed service this solution has brought us.'

### About 4Net Technologies

4Net Technologies provide contact centre and telephony solutions that address today's business issues. With an intelligent and consultative approach, combined with unrivalled technical excellence, 4Net can design, implement and support the technology solution that meets your businesses objectives whilst maximising existing investments. From IP Telephony to Unified Communications and Virtual Contact Centres, 4Net Technologies partners with best in class vendors such as Avaya, Cisco and Mitel, to provide a solutions portfolio that can address 21<sup>st</sup> century business challenges.