

CUSTOMER EXPERIENCE



ABOUT ABBEY LEGAL PROTECTION

Type: Legal Protection Insurance

Location: UK, head office in London, regional offices in Croydon and Rugby

Configuration: Mitel 3300 IP Communications Platform (ICP) across three offices incorporating the Mitel Teleworker Solution to enable 30 agents to work from home.

Website: www.abbeylegal.com

CUSTOMER NEEDS

- Retaining professional legal talent through flexible working
- Unified platform across three offices
- Improved inventory management
- Quality control and protection against complaints

“Retaining and recruiting the industry’s best legal advisors and professionals is essential to the business, especially given the lifestyle needs of these professionals. The Mitel solution allows us to offer them a fluid experience working from home, without compromising the company’s requirements and business processes.”

– Toby Clarke, Group IT Director,
Abbey Legal Protection

Abbey Legal Protection offers ultimate flexibility from Mitel to keep the crème de la crème employees

The legal insurance industry prides itself on quality of service and robust operations as part of an inherent need to offer correct advice and protection. Companies operating in this industry face problems retaining the most experienced professionals due to the synchronicity of an individual reaching a certain level of experience and the time in their life when they might want to settle down with a family. The ability to overcome this has become critical to maintaining a high quality workforce; Abbey Legal Protection wanted to put this at the forefront of its recruitment and retention strategy.

In addition, with the vast majority of the company’s enquiries coming from customers in difficult and often emotional circumstances, calls are often highly-charged and situations can escalate quickly. Abbey therefore had to ensure it could prove it had handled an enquiry professionally and give appropriate advice. This evidence of handling calls effectively was a critical business issue and paramount to Abbey’s success.

Abbey Legal Protection was able to address both of these issues, whilst delivering improved unification between its three offices, maintaining a high quality of service, and simplifying its inventory management processes.

The Solution

As with many companies in the legal industry, talent retention is a crucial part of its management strategy and business planning. For Abbey Legal Protection, retention and recruitment of the finest legal employment professionals is paramount, with remote and flexible working a staple of its HR strategy. Since having a handful of staff regularly working from home as recently as 2005, Abbey now has over 25 percent of its workforce based out of the office, facilitated by the Mitel® Teleworker solution.

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel Teleworker Solution – 30 Teleworkers
- Secure Call Recording
- Mitel Enterprise Management Solution

RESULTS

- Seamless remote working
- Improved talent retention and recruitment
- 25 percent of staff working remotely
- Simplified inventory and billing management
- Quality management and evidential recording

The opportunity to develop one’s working life around one’s home life has become a hugely attractive offering for potential candidates, as well as for those nearing the peak of their profession, whose family commitments might be changing and who need to be closer to home or a nursery.

Toby Clarke, Group IT Director, Abbey Legal Protection said, “Retaining and recruiting the industry’s best legal advisors and professionals is essential to the business, especially given the lifestyle needs of these professionals. The Mitel solution allows us to offer them a fluid experience working from home, without compromising the company’s requirements and business processes.”

By rolling out Teleworkers, Abbey is able to deliver a seamless service to customers without compromising quality of service and delivery of the finest advice possible. Providing a flexible working solution was a driving force in Abbey Legal’s decision to approach Mitel, in addition to requiring a seamless unification of its three UK offices.

A Mitel IP Solution was selected when Abbey relocated offices to a new site. It became clear that when looking to migrate the other two existing offices’ to the new premises that Mitel’s economies of scale meant it became a cornerstone in Abbey’s operations.

The fluidity across offices was highlighted on July 11, 2005, when the London bombs resulted in the closure of the London office for three days for safety reasons, all calls were re-routed to the Rugby offices. Throughout the closure, Abbey maintained its high level of service despite having a third of its operations closed.

In addition, the unification of services has impacted the processes aspect with single inventory management solutions and integrated billing services. These have radically reduced the operational time required to ensure a smooth running of the company and its services.

With many callers in distress complaints can often escalate unnecessarily. The Secure Recording Connector enables Abbey to encrypt all calls for security and record calls to demonstrate each call was handled with the highest service level possible. This approach protects Abbey in the event of a complaint.

Moving forward, Abbey is looking to implement presence and availability to further improve communication across their distributed workgroups and enhance customer service.

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