



## CASE STUDY

### NORTH EAST AMBULANCE SERVICE ENHANCES OPERATIONAL EFFICIENCY

The North East Ambulance Service (NEAS) provides a number of NHS services, and covers the counties of County Durham, Northumberland, and Tyne and Wear, along with the boroughs of Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton-on-Tees. The organisation employs over 2,000 staff and responds to more than 360,000 emergency and urgent incidents every year.



**North East Ambulance Service**  
NHS Foundation Trust

# THE CHALLENGE

NEAS handles around 1.5 million calls each year using contact centres located at Bernicia House, Russell House and Scotswood House. The organisation was already using recording equipment supplied by NICE Systems but wanted to extend this capability to cover all calls to the 111, 999 and Patient Transport Services.

In addition, NEAS needed to deploy a workforce management system to reduce the reliance on overtime working and allow the real-time scheduling of staff and resources across both sites to enhance the operational efficiency of the service whilst meeting all data resilience requirements.

# THE SOLUTION

NEAS conducted an extensive tender process to identify the most experienced supplier with the ability to provide the highest level of support throughout the deployment process. Sinclair Voicenet was awarded a contract to upgrade the call recording system to more than 900 channels centrally managed across all sites using digital, analogue and VoIP telephony with integration to NEAS's Capita ICCS. In addition, Sinclair Voicenet supplied and installed a NICE IEX Workforce Management system that would enable NEAS to efficiently manage staff at all contact centre locations.

According to Tom Howard, Head of Contact Centres for NEAS: "After conducting an extensive tender process, we awarded Sinclair Voicenet this contract as they not only offered the most appropriate system, but also shared our vision of what we wanted to achieve. The company has provided a consistently excellent level of service from the initial engagement, through the project deployment phase and on an on-going basis."

NEAS is known as being one of the most innovative ambulance services and played a leading role in the development and piloting of the NHS 111 non-emergency number service. It subsequently won a £45 million contract to roll out this service across the North East.

The NICE IEX Workforce Management solution was initially deployed within the 111 call taking environment covering more than four hundred members of staff and has enabled staff to be managed more efficiently to deliver an even better service to meet the increasing public demand.

"The NICE system has enabled us to automate existing spreadsheet-based planning processes within the Contact Centre and replace the GRS (Global Rostering System) tool traditionally utilised by Ambulance Services," continued Tom Howard. "This will deliver significant cost savings, allowing us to make further investments in future strategies."

The robust and stable solution from Sinclair Voicenet meets resilience requirements with all databases and applications replicated on a separate server at a remote location. The NICE IEX Workforce Management system also has a powerful multi-site functionality which also assists with the planning and management of operational resources.







## ABOUT SINCLAIR VOICENET

FOUNDED IN 1967, SINCLAIR VOICENET LIMITED IS THE UK'S LONGEST ESTABLISHED SPECIALIST PROVIDER OF MULTIMEDIA INTERACTION RECORDING, QUALITY MANAGEMENT, INTERACTION ANALYTICS AND WORKFORCE MANAGEMENT SOLUTIONS.

Based in East Kilbride, we provide a comprehensive range of customer interaction solutions and services to industry sectors including contact centres, financial institutions and public safety through to local authorities and utilities.

Sinclair Voicenet was one of NICE Systems' first Platinum Partners and is the UK's only NICE Certified Consultancy Partner.

Uniquely, this qualifies the company to deliver NICE's consultancy package and ensure that applications are configured to meet business requirements and tuned to deliver maximum benefits.



## OUR SERVICES

### INTERACTION RECORDING

Interaction and compliance recording solutions for contact centres, financial institutions and public safety organisations.

### CONTACT CENTRES

Value added applications that enable organisations to improve performance.

### PUBLIC SAFETY

Solutions that provide control centres handling emergency calls or managing security operations with 360-degree insight before, during and after events.

### PAYMENT PROCESSING

Solutions that enable contact centres taking sensitive personal information over the telephone to comply with PCI DSS.

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