

## CUSTOMER CASE STUDY



Every year Study Group, based in UK, Australia and the USA, provides over 40,000 international students from 120 countries, with the highest quality education.

From English language training, high school tuition to university preparation and placement their expertise is focussed on delivering the courses that international students need. Their leading set of partnerships with top universities, provide on and off-campus preparation courses for international students that ensures academic success.

Study Group has 5 schools located in the UK, in Brighton, London, Oxford and Cambridge where they specialise in teaching English as a Foreign Language, A Levels and Foundation courses to International Students who want to go on to University.

Initially, Study Group premises located in Brighton were spread across the town in 13 different areas with various different telephone systems. The group took the decision to consolidate all their 13 premises, including a 400 bed student residence, into one new building which opened in October 2007.

The construction of the Brighton centre gave the group the opportunity to investigate new technology and find a solution that would meet their current needs and to which they could easily and cost effectively add applications as they required.

As existing Central customers, Study Group were happy with the service they were providing, however they still had to go to formal tender. Central responded with a Mitel solution which would provide them with all the core functionality they needed, the ability to add applications as they needed and at a cost effective price.

Study Group's administration contact centre deals with calls from 2,500 agents from around the world, they are currently looking at call vectoring and call monitoring for this key part of their business to help deliver the calls to the best qualified agent within the contact centre.

**Key Business Benefits**

- Flexibility
- Cost Efficiency
- Enhanced Mobility
- Extended Enterprise connectivity
- Call Management
- Seamless Networking between locations

Central's solution comprised a Mitel 3300 which offered them outstanding flexibility and cost efficiencies, providing business wide communication and collaboration, enhanced workforce mobility and productivity and extended enterprise connectivity.



They also provided them with 230 Mitel 5212 IP Phones, which support both SIP and Mitel IP (MiNET) protocols on a single hardware platform. This dual port, multi-line display IP speakerphone provides user-programmable access to the features and applications enabled by Mitel IP-based IP Communications Platforms (ICPs). The 5212 IP Phone provides intuitive user access to more sophisticated call handling and converged applications supported by the Mitel ICPs. It is ideal as a teleworker or an ACD agent phone.

Study Group also have a Proteus communication management solution that captures and records data on incoming, outgoing and internal communications directly from the phone system. This delivers a new generation of integrated communications solutions for businesses by providing landline phone, mobile, Internet and e-mail analysis in real time. Proteus automatically interprets this data presenting the information in professional management reports. Proteus can allocate costs throughout the company, increase network efficiency, verify bills and monitor call traffic and employee activity

The implementation of this solution was a complex process as Study Group had employed a network integrator to install a Cisco LAN infrastructure, which has been segmented to make it easy to manage. Central worked closely with the network integrator to ensure the smooth implementation of the whole solution providing the very best project management and a text book installation.

The group have also recently purchased a Mitel solution for their Cambridge site which will offer seamless networking between locations with a wider solution to provide connectivity to all locations in the UK.

Study Group are also considering ways of implementing fail over for disaster recovery and ways of integrating SIP based technology with 35 regional offices worldwide and OCS (presence management) across the UK and USA.

#### **Manufacturers**

Mitel  
Proteus

#### **Solutions**

IP Telephony  
Contact Centre  
Communication s Manager  
Multi site connectivity

#### **Services**

Maintenance Support

#### **Products**

Mitel 3300  
Mitel 5212 IP Phones  
Proteus Communications Manager