

# Knowall Case Study

Chartered institute for Securities & Investment (CISI)

Chartered institute for Securities & Investment (CISI) uses Swyx to reduce costs & support members globally

## Background

The Chartered Institute for Securities & Investment (CISI) is the largest and most widely respected professional body for those who work in the securities and investment industry in the UK and in a growing number of major financial centres round the world including Dubai, Singapore, Mumbai & Sri Lanka.

Evolved from the London Stock Exchange in 1992, CISI now has more than 40,000 members in 89 countries. In the past year, it set almost 40,000 examinations in over 70 countries, covering a range of vocational qualifications.

## Challenge

Headquartered in the City, CISI decided to move away from its traditional Meridien telephone system when it moved offices. According to Tim Crannigan, Head of Systems at CISI, "At the time, the company realised that it was an ideal opportunity to take advantage of the additional benefits that VoIP and unified communications could offer such as reduced costs for international calls, lower maintenance and built-in functionality such as conferencing and presence."

## Solution

*"We now have all our 130 staff across the world using the SwyxWare unified communications solution. Around 70% of users take advantage of the Swyx-IT! softphone interface, enabling them to see who is calling, as well as see on-screen who is available across the organisation, whether it's in the UK or abroad."*

*"All incoming calls come into the London site and we can distribute them to appropriate departments and locations via VPN, dependent on the time or nature of the enquiry. This means we are effectively open for longer so we can answer calls from 3am to 5.30pm, so India can be available more than 5 hours before our teams in the UK."*

Using web servers in a virtual environment, we replicate between two data centres using DFS and SQL merge replication. In the case of one server going down, the DR procedure is quickly put in place and migrated over to the DR facility with very minimal downtime occurred.

CISI relies on Swyx accredited partner, Knowall IT for high quality 24/7 support with rapid response times for their Swyx based telephony. Tim Crannigan says, "We've been very happy with Knowall IT's response times to any issues we may have had."

Knowall assisted CISI in rolling out their global call centre so it could provide comprehensive telephone support for its members across multiple countries and time-zones ensuring that calls are never missed.

The globalised call centre comprising London, Singapore, Mumbai and Sri Lanka is all joined by a wide area network so all 3 call centres can work together as if they were in one building.

Extended call routing allows distribution of enquiries across the globe

With Swyx's Extended Call Routing, calls that come through to the UK out of hours are quickly pushed through to sister call centres in other regions depending on the time, and vice versa. The system will also route calls according to the nature of the enquiry, so for instance if the call is regarding 'membership' it will be put through to membership services or if it is an enquiry about an exam, then the call is put through to the client services team.

Features and Benefits:

Key benefits so far have included:

- Almost 24/7 service for members
- Free telephone calls between sites
- Automatic re-routing of calls dependent on time of call
- Calls are never missed as they are re-routed to an available resource, regardless of location
- Support for remote working – senior managers have SwyxMobile, so they have complete office-based telephony features such as 'presence' on their mobile phones

- Built-in audio conferencing for meetings between colleagues and business partners
- Reduced maintenance – Moves & Changes such as adding new users can be done internally by the IT team, not need for expensive third party support contracts
- Rationalisation of phone lines – Less phone lines required leading to cost-savings in line rental
- Secure Instant Messaging for internal office use
- Future – More integration and support for Androids/iPhones

“

In the future we may consider integrating Swyx with our internal CRM system, so the membership details will automatically pop up on screen. We will also be exploring how our mobile users can upgrade to take advantage of the new Swyx apps for Android and iPhone smartphones

Tim Crannigan

