

## **VBX Case Study with Lombard Insurance:**

### **From the CIO's desk:**

#### **"The criteria that we used in selecting the system:**

Lombard needed a new PABX system due to the limited functionality and support our existing system provided. For this reason, when we started exploring the market for a new system, we placed a lower emphasis on the cost of a new system. Our primary focus was to find a system that could offer us the functionality and flexibility we needed over the next few years.

VBX offered this ideal solution. Not only did VBX offer the VOIP, and low-cost routing solutions we sought, but the technology they used are tried, tested and highly flexible. We also saw that the VBX solution would give us a workable solution in respect of disaster recovery.

#### **How VBX responded:**

VBX responded by doing an extensive assessment of our current call volumes and requirement. They provided a quotation containing:

- a. The cost of purchasing the VBX 1000 PBX and handsets
- b. The cost of renting the VBX 1000 PBX and handsets
- c. The cost of their service contract supporting our ongoing needs
- d. The cost savings we should incur monthly once we utilise the VOIP and low-cost routing option.

VBX supplied the above with a mutual understanding that the installation and configuration of the system will be uniform for the entire business.

This would ensure more effective operational support to all users throughout the company.

#### **How the installation took place and the work that Lombard & VBX did together in evolving an effective dialling plan and the effect that this may have had for users at Lombard:**

The installation was completed in four phases:

##### **Phase 1:**

Installation of the hardware (server and phones handsets) with a suitable switchover from the old system to the new

##### **Phase 2:**

Call routing/ dial plan installation and voicemail setup. We initially used the voice of one of our staff members during the test phase.

In line with our group culture of excellence in whatever we do, we employed Ntokozo Mbuli, a presenter on 50/50, as the voice of Lombard.



We designed the IVR (Intelligent Voice Recording) in such a way that we don't need to call her every time a new staff member joined.

### **Phase 3:**

Low-cost routing and VOIP.

The low-cost routing was quite simple since we only operate from two offices

### **Phase 4:**

Soft phone installation and user mobility

Using the Mind Manager Pro7 software during installation was key to our success; this allowed Lombard to effectively communicate what it required in respect of dial plans from VBX.

### **We divided our instructions into four sections:**

#### **1. Call Pick-up groups**

From the sample below, we divided our staff into 19 pickup groups.

This for example allows the four staff members who sit close to Katleho to easily pick up Katleho's phone should he not be at his desk.

#### **2. Dial Plans per extension**

We drafted a relatively standard dial plan per staff member showing how incoming calls should be handled. In James' case, he phone would ring for 10 seconds after which the IVR would be activated. In this example, the IVR would give the caller an option to either speak to someone else in James' team, or leave a message.

Should the caller decide to leave a message, the message will be mailed to James' inbox in the form of a wav-file. The danger always exist that James is on leave and that no-one is around to check his inbox for messages. This was done based on the premise that James has to forward his telephone to someone else, should he be away from his desk for an extended period of time

Should the caller decide to speak to someone else, the call would be transferred to a blast group - in this case blast group 805.

#### **3. Blast Groups**

When a call is transferred to a blast group, the call rings at all the extensions in that group simultaneously.

#### **4. How VBX has supported the installation and what you believe the installation offers your clients:**

To us it was quite important to sign a Service Level Agreement ("SLA") with VBX. The SLA specifies how to classify each type of problem that we encounter, and how soon this should be resolved. Fortunately, we have never referred to this SLA due to the swift way in which operational support and maintenance issues are handled by VBX's tech team.

Due to the solid design of the dial plan, very little support has been so far except where we wanted to specifically amend the system, or where new staff join.

Our monthly phone bill has been reduced drastically by around 40% at average. We attribute this to:

- a. Low cost routing and using voice over internet protocol
- b. Due to effective reporting to managers on the use of telephones within each department, certain staff who previously abused the use of the telephone system for personal use was identified.

Kind regards

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