

8x8

Charity helps nation respond to COVID-19 emergency as incoming calls soar by 500%.



agescotland.org.uk



Industry
Non-profit



Headquarters
Edinburgh, Scotland



8x8 Products:
8x8 Work and 8x8 Meet
8x8 Contact Centre



Primary Reason Chose 8x8:
Flexible and scalable cloud platform, ideal for mobile workforce and greater business continuity



8x8 Partner: Frontier Group

Highlight Metrics

- Incoming calls for help increase by 500%
- New systems go live within 5 days
- Contact centre team more than doubles to 45

Age Scotland is the national charity for older people. It promotes the rights and interests of everyone over 50, while helping them to love later life.

The charity operates a national helpline for older people, their families and carers, supports and enables more than 700 older people's community groups across Scotland, provides a wide range of free information and advice guides on issues such as benefits, social care, housing, energy, Power of Attorney, dementia, veterans rights, and runs campaigns to improve the lives of older people.

The challenge: Vital services take a front-line role

Age Scotland needed a solution that could deliver on its goals. The charity wanted a mobilised workforce, calls and queues in one place, a single set of reporting and the ability to access call records remotely.

The IT team wanted to spend less time fixing tech issues with its existing platform. They understood the advantages of switching to the cloud and having a complete refresh.

Age Scotland suddenly found itself on the front-line – needing to provide vital services to protect age groups most at risk from Covid-19.

Massive rise in requests for help

The charity was hit by a huge surge in demand for help. Incoming calls soared by 500% to over 5,500 a month and the charity needed to more than double its contact centre team to 45.

“Members of the public wanted guidance about shopping, prescriptions, doctor visits and shielding. Next came waves of questions about hospital discharges, care homes and how to cope with isolation, as well as all the normal issues,” recalls Laura Stenhouse, Telephony Manager.

The solution: Rising to the challenge

Age Scotland had been working with Telecoms partner Frontier Group to find the best system for its needs. “We explored the options with Age Scotland – and we could both see that 8x8 was a great fit. Our experience told us the solution offered the capabilities and agility they needed,” says Dean Lamb, Account Director at Frontier Group.

Age Scotland selected the 8x8 X Series platform, combining cloud PBX, video conferencing and contact centre capabilities. Then COVID-19 struck and deployment became urgent. In fact, the First Minister of Scotland, Nicola Sturgeon, stepped in with immediate funding.

Five days later, the system was live. Frontier Group and 8x8 had pulled out all the stops. “We closed on Friday, spent the weekend doing online learning and launched on the following Monday,” stated Laura Stenhouse. “Frontier Group knew Age Scotland’s needs in detail – and could see the immediate threat caused by coronavirus to the vital services they provide,” adds Keith Jackson, Channel Sales Director at 8x8.

“8x8 surprised us with extra functionality that we now realise we need! 8x8 Meet has added a whole new dimension to our teams, community groups and veterans’ projects.”

Laura Stenhouse, Telephony Manager, Age Scotland.

“We worked closely (with Frontier Group) to launch the new 8x8 solution at speed and it’s making a huge difference to people’s wellbeing, through the help of Age Scotland.”

Keith Jackson, EMEA Channel Sales Director, 8x8

8x8



The result: Extra functionality takes service to a new level

Frontier Group’s expertise proved spot on. The 8x8 X Series met and exceeded expectations. It was easy to use, and employees could access the communication platforms they needed from home. “8x8 provided the qualitative data we needed as a charity for audits and compliance with 18 different laws,” recalls Stenhouse. “We could also add a donation line to service our fundraising campaign.

“The cloud tech really works for us,” saysohn Douglas, Age Scotland’s IT Officer. “Moving services online has been huge. We’ve downsized on-premise equipment, reduced costs and strengthened business continuity. With 8x8, we’ve got extra flexibility in resource provision and could flex up a huge number of licenses easily.”

“8x8 surprised us with extra functionality that we now realise we need!” Stenhouse adds, “8x8 Meet has added a whole new dimension to our teams, community groups and veterans’ projects. We can host friendship circles online and enable people to dial in.” “The system is so intuitive. We’re able to manage queues perfectly and overflow to different teams. The 8x8 solution has been so flexible and such a good investment.”

“The project is a great example of teams collaborating closely and working at speed when pressure is really on. We’ve counted on our colleagues at 8x8 - and vice versa. It’s a proven partnership.”

Dean Lamb, Account Director at Frontier Group.

frontiergroup

For more information, call **0330 053 8188** or visit allcommunications.com/8x8



8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, TM, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc.