

CUSTOMER EXPERIENCE



ABOUT THE CITY OF PRESCOTT

Type: Municipal government in Arizona

Location: North-West Arizona, U.S.

Number of employees: 600

Services: Various city buildings and departments, including the airport, police, and fire departments

Web site: www.cityofprescott.net

CUSTOMER NEEDS

- Link all buildings and departments on a single integrated platform
- Reduce communications costs
- Centralized voice mail for all employees
- Ability to respond to resident inquiries quicker

"It's hard to overstate the obvious. Mitel's products, service and support have all exceeded our expectations. The cutover was seamless and everything has worked flawlessly since."

– Nate Keegan, Operations Manager, City of Prescott

Prescott Government Departments All Under One Umbrella With Mitel IP

The City

Prescott is located 96 miles northwest of Phoenix and 90 miles southwest of Flagstaff, Ariz, U.S. The city was established in 1864, incorporated in 1881 and is the seat of government for Yavapai County. As of 2007, Prescott's population was 41,528 people, and since 2000 it has had a strong population growth of 22.36 percent. Prescott is home to the downtown Courthouse Plaza, famous Whiskey Row, World's Oldest Rodeo, Prescott Fine Arts Association, Sharlot Hall Museum, Phippen Art Museum, Folk Arts Fair, Frontier Days, and Territorial Days.

The Challenge

Prescott was being serviced by 23 separate phone and voice mail systems for its 600 employees and various city buildings and departments, including the airport, police, and fire departments. It was confusing for both callers and employees because of the amount of unique phone numbers and voice mail systems. Plus, the cost of the antiquated systems had become prohibitive. Operations manager Nate Keegan needed to find a way to enhance the city's internal and external communications while lowering costs.

"Our communications was a patchwork of many different systems, which needed to be streamlined and cost-controlled," Keegan said. "It was necessary for city employees to respond to each other and, more importantly, to our residents much more quickly than we were able to before. Also, citizens want their concerns to be resolved the first time they call. With so many systems, this was not often happening, so we had to think about how to improve. The idea is that we can achieve better customer service within the city and for the citizenry because it's much simpler to reach our business units even though they are geographically dispersed."



SOLUTION COMPONENTS

- Two Mitel 3300 IP Communications Platforms (ICPs) with unified messaging
- Mitel NuPoint Messenger™ IP with 24 ports
- Mitel 5310 IP Conference Unit
- Mitel Teleworker Solution
- Mitel 5550 IP Console
- More than 400 Mitel IP phones
- ProCurve Networking by HP

RESULTS

- Centralized voice mail provides ability to retrieve and return calls faster
- Reduced costs
- The 5550 IP Console incoming calls list allows front-desk attendants at city hall to prioritize incoming calls
- Sales force can work from anywhere with the plug-and-work capability of the Mitel Teleworker Solution
- First-call resolution for residents

While Prescott is an ever-growing city, it's still small enough for Keegan to have been concerned about a large vendor's focus. He needed to know that the city would be serviced in a timely and positive manner and receive the same treatment any large enterprise customer would receive. He quickly learned he had nothing to worry about. Mitel® is one of the world's leading forces in the small- and medium-size market.

"I wanted to be sure we didn't slip off of the radar screen with a huge vendor," Keegan explained. "While Mitel is clearly able to satisfy larger cities and global enterprises, we always felt that they had our best interests front and center."

The Solution

The combination of two Mitel 3300 IP Communications Platforms (ICPs), the Mitel NuPoint Messenger™ IP, Mitel Enterprise Manager, a Mitel 5310 IP Conference Unit, a Mitel 5550 IP Console, and 400 Mitel IP phones installed on a ProCurve Networking by HP infrastructure gave Keegan and the City of Prescott everything they needed.

Keegan selected NuPoint Messenger IP for centralized voice mail allowing government employees to retrieve and return calls quicker, and the 5550 IP Console to allow front-desk employees at city hall to prioritize incoming calls based on the information they see on the screen in front of them. Callers are now routed to the most appropriate department or employee or to the shortest queue resulting in shorter wait times and often first-call resolution.

"NuPoint has worked flawlessly and I would say that our system as a whole is working so well that the topic of this being an IP system never comes up," Keegan said. "Given that government is a loose confederation of businesses having a single phone system that consistently meets the needs of our diverse businesses is a real statement."

Prescott now has 400 IP phones deployed in all the city's buildings, including the library, the airport, public works, parks administration, animal control, and the police and fire stations.

"I can't say enough about how Mitel turned our concerns into advantages. Not only are our citizens happier with the enhanced service, our employees are too."

– Nate Keegan, Operations
Manager, City of Prescott

The Results

The difference, Keegan said, is like night and day. "I can't say enough about how Mitel turned our concerns into advantages. You don't really know what a new IP communications system will be like until you get to work with it on a consistent basis, but we've achieved everything we were hoping for and more. Not only are our citizens happier with the enhanced service, our employees are too."

Since the deployment, Prescott has undergone what Keegan called "a tremendous amount of restructuring. Half of the departments have moved and with our previous system this would've meant hours and hours of work, but with Mitel it was a non-issue. The phones moved, we plugged them in at their new locations and they worked like they always do."

Keegan added that user satisfaction is evident everywhere he looks. "In a nutshell, the system works as advertised and our people tend to forget they're even using IP it's so easy. No one knows we're miles apart."

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