



> FEATURE-RICH TELEPHONY SYSTEM
ENABLES LEADING HIGH SCHOOL TO
COMMUNICATE MORE EFFICIENTLY

NORTEL



Case Study

Rugby High School

“The Nortel Business Communications Manager 400 is perfect for the school environment and its superior message management really helps us to handle our communications more effectively.”

> **Mark Fellows,**
Premises Manager,
Rugby High School



The scenario

Efficient communication is vital in all organisations, but even more so when the care of schoolchildren is involved. Parents must be confident that they can get in touch with the right people at the school at all times and that messages they leave will be communicated quickly and correctly.

This was certainly a requirement for leading grammar school Rugby High School, as Premises Manager, Mark Fellows, explains: “Our incoming calls are generally unpredictable throughout the day, but we do tend to see a peak around 9am when parents call to report an absence. This can easily amount to 40-plus calls in under an hour and it’s vital that we manage those properly.”

The school considered a number of systems, eventually selecting the Nortel Business Communications Manager (BCM) 400 from Future Voice and Data, a company that specialises in the education sector.

Tom Shirley, Managing Director of Future Voice and Data, quickly grasped what the school needed: “I knew that the Nortel Business Communications Manager 400 was the answer as it includes the Nortel CallPilot 32-port messaging system which features Auto Attendant capability. The system can handle up to 32 incoming calls simultaneously, allowing many parents to leave messages at the same time. This capability comes as standard with BCM 400, whereas with other systems it would be a costly add-on.”



“The Nortel Solution came with everything we needed as standard, making it far more cost-effective than other options we considered, which of course was a vital factor.”

**> Mark Fellows,
Premises Manager,
Rugby High School**

The solution

Future Voice and Data provided a complete digital solution with 50 extensions. This included the Nortel Business Communications Manager 400, a Nortel Business Series Terminal T7316E for the school reception, Nortel Business Series Terminal T7208s for administrative and management staff, and Nortel Business Series Terminal T7000s throughout the rest of the school. This gave Rugby High School:

- **Increased peace of mind for parents**, thanks to efficient message handling
- **Digital handsets throughout the school**, providing message waiting lights, programmable soft function keys and hands-free functionality that can be used to provide school-wide paging capability using the loudspeakers in the phones
- **DDIs and voicemail facilities** for key staff
- **Configurable call handling** using web-based scheduling software

The results

The Nortel solution has been a huge benefit for the school, as Mark explains. “Internal and external communication is now so much easier. We can easily go through all the messages from parents and make sure that we know where every pupil should be.”

The 32-port voicemail solution can also handle high volumes of calls during peak access times during breaks and lunch when teaching staff need to pick up messages. In addition, the Nortel Mailbox Manager software, which can be accessed securely from a web browser, easily identifies any staff who are not collecting messages regularly. A dedicated line has also been set up to provide specific information for parents. For example, when returning from a trip, staff can call the mailbox from the coach and leave a message with arrival times, which parents can dial into and hear before leaving home.

Future implementation plans include Nortel’s Unified Messaging solution, which will display voicemail and faxes in users’ email inboxes. This allows better and more consistent management of all messages irrespective of their media. “Nortel’s technology is making our lives so much easier,” concludes Mark, “and we can manage it ourselves without troubling the IT department. It really is the perfect system for us.”



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