

## Swyx Press Releases

### **Age Concern Westminster deploys Unified Communications (UC) to reduce overheads and improve client communication**

#### **Swyx has been selected by the Age Concern, Westminster to provide new technology to replace its ageing telephone system**

London, 06.08.2009 - Swyx a market-leading vendor of Unified Communications for SMEs has been selected by the Age Concern, Westminster to provide new technology to replace its ageing telephone system. The new software based SwyxWare unified communications solution supplied by Leading Edge Technology will integrate directly with the Charity's client database and provide its 3,000 plus clients greater access to the charities 19 full time staff and 200 volunteers.

Operations Manager at Age Concern Westminster, Alex Dalton comments, "The age of the system was a factor, but the real catalyst for change was our desire to make all of our services, staff and volunteers more accessible to our elderly clients. To do this we wanted to integrate our voice and data systems into a new CRM system that would manage over 4,000 contacts including clients, volunteers, home service users and club members. For this to happen we needed to upgrade our entire IT and telephony system."

He continues, "We reviewed a number of potential solution, however the proposal by Swyx partner Leading Edge was by far the best. It was clear that the SwyxWare solution would meet all our requirements, both for now and what we hoped to achieve in the future. Furthermore, what really impressed us was Leading Edge's approach, they thought outside the box and they took time to evaluate how the new system would integrate into our existing operation and how our clients would use it. They recognised that that our issue was not about the technology it was about solving our communications and operational problems."

According to Dalton, once the full integration is complete the charity will be able to know who is calling. Not only will this provide a more personalised service as they will be able to answer in the name of the caller e.g. "Hello Mrs Smith, how are you today?", but they will also have other pertinent information such as any disabilities or special needs and who to contact in an emergency. This will 'pop up' on the screen of the receiver's computer or lap-top.

Dalton concludes, "We are very happy with both the SwyxWare solution and the support we have received from Leading Edge. Charities such as ourselves are not in a position to replace our systems every five years, we need longevity; as an integrated software solution this is exactly what Swyx delivers. We believe we now have an IT & communications platform that will develop and evolve with the business for the foreseeable future and beyond."

The organisation will roll out the Swyx solution to all its locations within Westminster. The Charity is also looking to use the new SwyxWare solution as a future means of developing additional revenue by hosting telephony services for other Age Concern agencies.

What Leading Edge delivered to Age Concern Westminster?

- An unified IT and telephony communication system based on SwyxWare at all their locations
- Connection to SIP exchange lines for reduced call costs
- The ability to incorporate a sophisticated contact management and CRM solution within their budgetary limits
- Remote access, so that staff can work from home and still be 'present' on the telephony system
- Options for adding other cost saving options such as SwyxMobile in the future
- On-going support, training and customisation

[Casestudy: Age Concern - Westminster](#)