

# Resuscitation Council UK talks to us about moving to a new Internet phone solution.



## Who did we interview?

### Paul White

**Business Operations Director, Resuscitation Council UK**



Resuscitation Council UK is the national expert in resuscitation. Committed to improving survival rates after cardiac arrest by driving CPR education, and encouraging everyone, from healthcare workers to the general public, to learn life-saving resuscitation skills. Their committees of healthcare professionals bring decades of expertise, research, and training experience to delivering life support courses and providing clinical guidelines for health care professionals. Their learning initiatives around CPR and defibrillation, include the world-renowned Restart a Heart campaign and the BAFTA-nominated interactive training game Lifesaver. Resuscitation Council UK wants every person in the country to know how to help someone in cardiac arrest, and be confident in their skills as a lifesaver.

## Describe your situation before adopting a VoIP solution?

We are a service delivery company and have a Technical Roadmap that plans out how and when we will move various elements of our work to the Cloud. For example, we had completed, in stages, moves of email, accounts and file storage to the Cloud. This was part of our strategy to be a more flexible and agile organisation. As a charity we wanted to move away from managing and owning hardware. We had also noted a trend where staff and stakeholders need more flexible working spaces, so we wanted a more adaptable blend of physical and virtual meetings. I think our IT Strategy and digital platforms were in a good place. Internet telephony was the next natural step. Of course, the pandemic speeded up the need to get it in place.

## What were the obstacles, challenges to getting a solution in place?

We have been keeping an eye on the market for Internet Telephony for about 4 years. We are interested in possible integrations with Microsoft Teams and Zoom, which are rapidly developing. Because the phone system is so integral to our customer relations we decided to trust a more widely "tried and tested" system. But we wanted to keep an eye on Unified Communications and carefully defined our contractual obligation to allow for a formal review of options in a year.

## What did you particularly like about this solution?

We were looking to find a trusted solution that we could evaluate thoroughly, but quickly. The end supplier was well established, with a good track record across a portfolio of technology with excellent customer service. In addition to our own research, we appreciate The Final Step's consultancy. The fact they use the same system and helped us evaluate against our needs, built confidence in the solution.

## What other benefits do you get from it?

The call quality is good compared to my previous experience with some VoIP solutions. It works well on both Windows and the few Macs we have. It's great to have the flexibility of voice calls, instead of video calls, when the occasion calls for it.

## How is it making life easier for RCUK?

It was very satisfying to move back to "business as usual", especially during lockdown, and continue to service customers. The auto attendant feature enables callers to self-service in a friendly, quick and efficient manner and the user experience is good. Internally, we check in our weekly staff meeting and so far the feedback on the new phone system is positive.

## How has your role as Ops Director been made easier?

The servicing of customers was a matter of some importance discussed at Board level. Moving phones to the Cloud was a missing part of the strategy. It was important to get it properly implemented. Now I can move it to a status of "monitoring for improvement" and focus on other developments. Implementing softphones, rather than physical phones, keeps us service-oriented, rather than managing hardware. It also makes any possible shift to a different system more possible.

## What was your Experience working with The Final Step?

We have a good working relationship with The Final Step. It was important for us to design carefully the customer journeys. They helped us work those out and translated them into technical settings which we tested. That was followed with further testing of recordings and workflows to ensure a good quality customer experience. The system ran in parallel with the old one, so we could activate when ready and switch smoothly.

## Why would you recommend them?

The Final Step prioritised the quality of outcomes, but remained mindful of deadlines. We got a balanced introduction and set goals early around the solution. We had a named contact, which I like, for the implementation and flexibility as we proceeded