



> NEW COMMUNICATIONS CAPABILITIES HELP HUMAN RIGHTS CAMPAIGNERS TO HELP OTHERS

NORTEL



Case Study

Amnesty International

“The Nortel solution really impressed us. It gives us room to grow in terms of capacity and functionality, and is so much better than the system we had before. Our staff are really pleased with it.”

> **Sara Bennett,**
Human Resources and
Administration Manager,
Amnesty International
Irish Section

The scenario

Even when your IT systems are not really doing the job any more, it sometimes takes an extra driver – like an office move – to provide the impetus to do something about it.

Amnesty International’s Irish Section faced just such a situation. Its main office building was about to undergo an extensive 15-month refurbishment, which meant moving into temporary offices for an extended period. HR and Administration Manager Sara Bennett explains: “Our old system was way out of date. We were missing many features, like DDI capability and audio conferencing, and we weren’t even sure that it would actually switch on again after the move! The relocation made us think that it was definitely time for a change.”

Sara was already talking to BT about moving their lines over to the new premises and the conversation soon turned to a new phone system as well. Working together with Amnesty’s IT Manager Aaron Jewell, Sara looked at BT’s recommendation, and also at an upgrade to their existing system. “It was no contest really,” she confirms. “Nortel was the better company and their technology really impressed us. We liked the system, and BT put a package together that was right for us as a charitable organisation.”

The solution

With this in mind, BT installed a Nortel Business Communications Manager 400 PBX at the temporary site, with Nortel CallPilot for voicemail. Nortel Business Series Terminal handsets were also included to support all staff, along with a Nortel T24 Key Indicator Module for reception.





“Nortel and BT understood our situation and put a package together that really worked for us. Everyone here was very positive about the new system. It was the right product at the right price.”

> **Aaron Jewell, IT Manager
Amnesty International
Irish Section**

Two 24-port Nortel Business Ethernet Switch 1020s were also installed, creating a more resilient, high-speed data network. “The new Nortel PBX supports both digital and IP voice,” explains Aaron. “So we decided to upgrade our data network, to help us take advantage of convergence in the future.”

This solution gave Amnesty International:

- **Efficient and accurate call handling capability** via the operator console and incoming DDIs
- **Audio-conferencing capability on all handsets** to enable directors to carry out calls with US and UK counterparts
- **A solid IP-enabled platform** for future developments, including full VoIP capability and call centre working

The results

Sara and Aaron have been delighted with the new system. “It’s so much better than before,” enthuses Sara. “Capacity was so bad that Aaron had to share a phone with two other people! Even the relatively simple DDI facility is a huge benefit. Callers can now reach the person they need easily via a DDI or our new state-of-the-art operator console, whereas before some calls were not getting through at all.”

Incoming calls are now handled far more efficiently, whilst the scalable Nortel system enables Aaron to plan for future technology developments. The solution can also be managed in-house, which helps Aaron when volunteer staff need to be added to the system on a short-term basis. In addition, it provides a platform for Amnesty International to set up and run small yet sophisticated call centre teams to support fundraising campaigns if required.

“The Nortel system is very reliable,” Aaron concludes. “It never goes wrong and any issues are resolved swiftly. And from a call centre perspective, it’s also good to know that we are well prepared for the future.”

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NN123840-072308-EMEA

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