

CASE STUDY / MERLIN

LIFE-SAVING COMMUNICATIONS AT AN AFFORDABLE PRICE

Merlin is a specialist British charity with a unique mandate to respond to international natural disasters and humanitarian crises, and to rebuild the capacity of local health services. Assisting with major international emergencies, such as the Rwandan genocide, the 2004 tsunami and the Haiti earthquake requires particularly efficient international communications. But how does a charitable organisation best spend its communications budget?.....





BRIEF

In 2005, when relocating offices, Merlin approached Aurora for an entirely new solution.

At its former office, Merlin had used a managed voice service provided by its landlord and had frequently experienced major problems with the connectivity and quality of international calls, which had been a hindrance to its invaluable humanitarian work. Merlin needed a new system that was far more reliable and flexible to help significantly improve communications, particularly between the London office and international field workers.

SOLUTION

Aurora assessed Merlin’s existing managed service and deduced that the problems lay with poor management and inadequate 3rd party support, not the telephone platform itself. Aurora demonstrated that if configured correctly and supported by Aurora, a similar system could be highly effective. Importantly, this approach would enable Merlin to retain the handsets already purchased, freeing-up capital to invest more effectively in applications such as IVR and conferencing.

RESULT

With the optimum selection of products and services for its client’s very specific needs, Aurora was able to implement Merlin’s budget to far greater effect than had been thought possible:

- » Unified Messaging means office voicemail is delivered to email accounts when staff are out of the office. Recipients can choose to receive messages in full where connection is strong, or simply as an alert in harder to reach locations around the world.
- » Four inbound conference numbers are now permanently available on the system at no cost to the Merlin. These have proven invaluable and are used daily by staff in a wide range of international circumstances.
- » A new menu driven automated call handling system ensures calls are directed to the right place as quickly as possible, reducing response time and the burden on receptionists.
- » Not only are Aurora’s call rates highly competitive, Merlin now benefits from significantly improved call quality over a more robust and reliable network, critical to the effectiveness of their international rescue and support services.

Merlin has gained a huge amount on confidence in the solutions and support provided by Aurora and continues to work closely with our expert team.

“In addition to very clear performance improvements and cost efficiencies, Aurora has consistently delivered a support service that is second to none. Merlin has very limited onsite technical staff and we really appreciate the quick response, competence and knowledge of Aurora’s technicians. For me, having a pro-active, low maintenance supplier is essential, which is why the initial three year contract was renewed!”

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