

## TeleWare Case Study



*The introduction of a simple voice messaging solution at the RSPCA is estimated to have saved its field-based staff around 10 man hours per month, equating to some £660,000+ per annum. Similar efficiency gains were realised by its control room staff.*

Operational efficiency can be particularly important within a registered charity, funded principally by voluntary donations and legacies. Every pound saved in administration frees funds for its *raison d'être* – preventing cruelty and promoting kindness to animals.

The RSPCA distributes around 0.75 million calls annually to its Inspectors and Animal Collection Officers (ACOs) around the UK. These staff are responsible for the collection and recovery of animals following a call to the society's National Control Centre (NCC) and, in the case of Inspectors, for investigating reports from members of the public of cruelty to animals.

Prior to the installation of its first voice messaging solution in 1999, command & control centre staff contacted the ACOs and Inspectors by telephone to brief them on incidents. This was both time-consuming and disruptive, especially when officers were busy following up a previous call and it was inconvenient or impossible for them to answer calls straightaway. The need to 'get through' and speak with a colleague directly in order to allocate or request jobs meant that, particularly during busy periods such as the start of a shift, significant non-productive time, when field staff were waiting to receive a job, was almost inevitable.

### Background

The Royal Society for the Prevention of Cruelty to Animals is a registered charity which prevents cruelty and promotes kindness to all animals. In 2006, the Society's running costs amounted to £95 million - funded principally by voluntary donations and legacies. The RSPCA receives no funding from the lottery or government.

### Advantages of Voice Messaging Solution

The voice messaging solution allows control room staff to quickly record job details into the relevant officer's voice mailbox and then move on to the next job that needed handling. At the start of a shift or on completion of a previous job, an officer dials into his or her mailbox and is able to retrieve any message awaiting their attention.

In a typical month, the RSPCA mailboxes will handle around 29 million seconds of voice traffic, equivalent to 335 days worth of traffic per month.

### TeleWare Hosted Service

The TeleWare voice messaging solution required no changes to the existing RSPCA voice infrastructure and incurred no capital expenditure. The solution is provided as a hosted service from one of TeleWare's multi-tenanted UK data centres and is provided by TeleWare on a monthly usage charge basis, which includes support and maintenance.

Each ACO and Inspector has their own voice mailbox, hosted at the TeleWare data centre in North Yorkshire. Command & control staff allocate each non-emergency incident requiring follow up by dialling the mailbox number of the required Officer or Inspector and leaving a message. The field staff can retrieve a new message in their mailbox at their convenience.

As the RSPCA staff work in teams on a shift basis, voice messaging also plays an important role in disseminating staff briefings. These are recorded into team mailboxes which team members can later access at a time convenient to them.

*“Using the TeleWare hosted voice messaging, the system runs much more smoothly and we estimate this saves up to 10 hours a month in field staff time compared to the pre-1999 process, as well as time in the NCC distributing work.”*

Richard Harding, Chief Superintendent (Projects)



[www.teleware.com](http://www.teleware.com)

#### Headquarters/Registered Office

##### TeleWare plc

TeleWare House, York Road, Thirsk,  
North Yorkshire, YO7 3BX, UK

T: +44 (0) 1845 526830 F: +44 (0) 1845 522165

E: [enquiry@teleware.com](mailto:enquiry@teleware.com)

#### Asia Pacific Regional Sales Office

##### TeleWare Australia

Level 40, 140 William Street,  
Melbourne, VIC 3000, Australia

T: +61 3 9607 8490 F: +61 3 9607 8282



INVESTOR IN PEOPLE