

# Sesui

*Now that's clever ...*

**Calls are your lifeblood ...**



**But what if your phones stop working  
or there is no-one to answer them?**

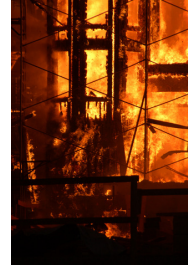
**Voice Continuity Specialists**

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## THE REQUIREMENT

Over recent times events such as weather, fires, pandemics and acts of terrorism have clearly demonstrated the need for every business, large or small, to plan for disruption. With the increasing media coverage regarding business continuity planning (that 'rainy day' we all hope will never happen) most businesses have plans in place and test those plans on a regular basis. However, many continuity plans focus on data and how computer connectivity can be preserved and delivered from alternative locations in the event of a disaster. Many organisations have not invested the same time, effort and money in building their voice business continuity plans only to find that their voice systems have not been adequately protected.

Regardless of whether you have invested in a site-based hardware solution, Sesui Business Continuity can ensure that your customers can still contact your business, even when you are no longer operating from your normal premises.



Within many Business Continuity Plans, the use of alternate telephone numbers including mobiles is a key contingency measure – but it is almost impossible for you to quickly inform all your customers and suppliers of all the new telephone numbers they need to dial. Many plans take a conservative view of how many desks and telephones will be provided whilst the disaster recovery period is in operation (typically 10% to 15%) – what happens to the other 85% to 90% of that valuable resource and how will 10% to 15% of your staff cope with the significantly increased workload?

## THE SESUI SOLUTION

Sesui's Business Continuity allows organisations to pre-configure routing plans, taking account of locations and telephone numbers that will be used whilst the continuity plan is operational. Link the feature with the Operator Hot Desk feature and many (if not all) of your remaining staff can 'sign-on' to handle calls from a home telephone, mobile telephone or a telephone at an ad-hoc location. Even without the Operator Hot Desk feature, support staff will be able to modify continuity plans and reflect home and mobile telephone numbers as active destinations for incoming calls.



Customers and Suppliers will still need to contact your business and your business must be able to inform your contacts and customers of the situation that has occurred. Using Sesui's Business Continuity feature will ensure most, if not all, of your staff can continue to service customers WITHOUT the customer needing to change the number they traditionally use to contact your business. Add the Multi Media Broadcast feature and every one of your Customers and Suppliers can be contacted via pre-configured Email, SMS or voice messages. Access the system and modify messages in real-time to advise customers of the situation and your current plans for managing their enquiries.



Sesui's market-leading voice Business Continuity is just one of the reasons the company has been selected by healthcare providers for critical Out-of-Hours telephone services. Sesui also exceeds the leading practice guidelines on voice continuity, as set by the Financial Services Authority in its Business Continuity Management Practice Guide.

All Sesui solutions offer continuity and in the event of the unexpected, flexibility – your calls can be seamlessly routed anywhere in the world **WHILST YOU REMAIN IN CONTROL.**

## NHS VALUES SESUI'S CONTINUITY

"Service continuity for urgent care patients is critical to the whole of our community. We use Sesui to provide an additional layer of resilience to our communications infrastructure which is vital in the event of network, power, site or hardware related faults.

Sesui's services can be invoked immediately to ensure patient calls get through to our communications centres"

*Francis Gillen, Head of ICT, South Western Ambulance Service NHS Trust*

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## **SAMPLE FEATURES:**

### **Multi Media Broadcasts**

A crucial part of any business continuity plan is the ability to contact speedily your customers, staff and suppliers to inform them of the situation and reassure them that you are continuing to operate. The Sesui Multi Media Broadcast feature allows messages to be consistently transmitted and tracked. Email messages can be sent to pre-determined email distribution lists, SMS texts can be sent to mobiles and recorded announcements can be broadcast to a large number of telephone destinations. Whether you need to advise your customers and suppliers of the current situation and that you are continuing to operate, or, advise staff about office closures and alternative plans, the Multi Media Broadcast service can offer an easy, quick and consistent method for successfully getting your message out there with the minimum of fuss and effort.

### **Retain your existing telephone number**

Existing numbers can be retained and either ported or re-pointed to the Sesui platform. Once all numbers are available on the Sesui platform, calls can be routed quickly to the designated end destination. Alternatively Sesui can provide a range of new non-geographic 08xx or 03xx numbers or geographic numbers.

### **Even distribution of calls during normal operation and during periods when the business continuity plan is invoked**

With the option to have four different operating plans and the time taken to switch call handling from 'business as usual' to a business continuity plan being just a few seconds, almost every operating alternative can be accommodated and be stored ready if and when required.

### **Plan for different working patterns on specific days**

Use the Time of Day feature to set up to four different routing plans during the day and, if needed, different plans can be set up for each day of the week.

### **Auto reception and menu options**

An automated filtering feature, such as a menu with caller selectable options, can help the caller reach the right department or business area more effectively. This is particularly valuable during a business continuity incident when staff may not be in their normal environment or location, thus helping prevent unfiltered calls creating a 'bottleneck'.

### **Support location independent working for key customer-facing personnel**

Employ the Operator Hot Desk feature and allow employees to 'sign-on' to the system from any location by phone or PC making them immediately available to receive calls. Both features provide individual operator performance statistics. This can support 'business as usual' operating schedules, or, can be part of a business continuity plan which protects your services from site closures, equipment failures and / or other environmental incidents.

### **Call Queue Management & Messages**

Call volumes typically increase when a business needs to invoke its Business Continuity plan as staff, suppliers and customers are all affected. Having the capacity to manage the demand is key. Network queuing with updated relevant messaging removes caller frustration caused by engaged tones and keeps them informed.

### **Voicemail**

Can help manage call volumes when needed. Calls can be delivered to a voicemail-to-email service, offering callers the choice to leave a message and receive a call-back if appropriate.

### **Missed call notification with SMS alerts**

Abandoned calls also increase while businesses use their continuity plans. Now when a caller hangs up before being answered, an automated email and SMS can be sent notifying you of the date, time and calling number (if not withheld) which allows the business to respond proactively.

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## Management reports and real-time data

To manage the overall service and resource plans and provide the flexibility to add / remove locations and / or human resources to improve the efficiency and cost effectiveness, particularly when required to react quickly to those unplanned and service impacting incidents. The Sesui Business Continuity solution is supported by a market leading Management Information System. Offering an extensive range of standard reports; the ability to build bespoke reports; provide access to real-time statistical and performance data on national and local targets down to individual agent / operator / staff member level. Control the destination numbers for the distribution of calls; reassign or change messages to react to different incident conditions; modify routing plans should the incident impact the very people who are being redeployed by the business continuity plan; manage alerts and notifications to ensure every missed caller is contacted. Using the Operator Hot Desk and / or Web Operator features allows the number of available resources to be adjusted within minutes and, with minimal training or a 24 x 7 support contract, changes to routing destinations, load balancing and telephone numbers can be easily accomplished.

## Call Recording

The recording of calls is often a mandatory requirement for a business due to the market sector(s) in which it operates. Hosted call recording from Sesui can be a life saver when a business continuity plan is in operation particularly when displacement can mean access to normal hardware recording facilities are unavailable. Recording can also be an added layer of protection when staff are operating remotely without the assistance of normal business support processes.

## Additional features

The business may also benefit from features like Wallboard display; Call Monitoring; Call Highlighting and Area Code Routing.

## YOU CANNOT AFFORD TO IGNORE IT

Practically any business that involves contact with customers and clients, especially professional services and advisors, is now obliged to comply with a mass of legislation. The requirement for directors and managers to ensure robust Business Continuity Management is now stricter than ever.

If any of these apply to your business, you are required to be compliant:

- Companies Act 2006
- Civil Contingencies Act
- Financial Services Authority BCM guidelines
- Law Society BCM guidelines
- NHS Resilience & BCM Guidance



The legal obligations of Directors are now more demanding than ever and the financial penalties for failure are more severe. Let Sesui help you achieve compliance now and protect your business from serious disruption or financial loss in the event of any unforeseen disaster.

If you cannot answer your phones, how can your business recover? So don't be left explaining why you didn't protect your key method of communication.

*Now that's not just clever, that's vital ...*

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