

Digital-first strategy paying off for MTC Australia

A cloud unified communications and contact centre transformation for an inspirational social enterprise.



MTC is a Sydney-based social enterprise delivering high impact employment, training and youth programs, as well as specialist recruitment services and alternative high school education. Embarking on a digital enablement strategy in 2019, MTC's goals were to remove its reliance on on-premise infrastructure and applications, reduce overall ICT costs, improve internal collaboration and enhance its customer experience.

To achieve these digital transformation goals, MTC planned to undertake a number of concurrent projects in the first half of 2019, including an upgrade of the organisation's unified communications and contact centre solutions. Nexon delivered a cloud-based Microsoft Teams and a Genesys Cloud contact centre platform, supported by a suite of complementary managed services. These solutions have reduced the costs and improved the stability of MTC's former on-premise UC environment, and MTC now has multi-channel contact centre functionality and a consolidated view of the customer through deeply embedded CRM integration.

The situation

MTC is an Australian social enterprise giving people the inspiration, capability and opportunity to create a fulfilling life. The not-for-profit organisation currently has more than 320 staff and operates over 20 sites across the greater Sydney region. MTC delivers high impact employment, training and youth programs that help around 20,000 people each year.

It also offers specialist recruitment services through MTC Recruitment and an alternative high school, Warakirri College, where young people can complete their Year 10 and Higher School Certificate (HSC) studies at one of three campuses across Sydney.

"We have a diverse set of customers across our organisation: Many different cohorts of job seekers, employers, adult and secondary school students, and the government departments that we provide services to," said Rob Marshall, CIO, MTC Australia.

As a result of both geographic and departmental separation, the organisation was facing operational challenges with paper-based and siloed business processes, compounded by considerable travel between offices and fragmented customer information.

To address these issues, MTC's digital-first strategy had identified a number of key transformational projects to complete in 2019. Those projects included website re-designs, a new company Intranet based on Microsoft Sharepoint and Valo, the implementation of Canvas learning management system (LMS) to support online learning for students, and the adoption of a Salesforce customer relationship management (CRM) solution integrated with the Adobe Marketo marketing automation platform.

MTC also planned to upgrade its unified communications and contact centre platforms to improve customer experience through communications channels. Previously, MTC had an aging Microsoft Skype for Business and Lync unified communications solution that was unstable and expensive to maintain.



At a glance

Industry

Social Sector

Business challenge

A managed, cloud-based Microsoft Teams unified communications and Genesys Cloud contact centre solution integrated with their new CRM.

Solutions

A managed, cloud-based Microsoft Teams unified communications and Genesys Cloud contact centre solution integrated with their new CRM.

Outcome

A stable and reliable UC environment, reduction in operating costs, a single view of the customer across the organisation, multi-channel inbound and outbound contact centre functionality, removal of on-premise infrastructure and services freeing up the organisation for growth and more strategic initiatives.

Furthermore, with the server infrastructure physically located in Melbourne data centre, MTC had to fly a team down from Sydney to resolve any issues with the system. There was also a requirement to upgrade MTC's contact centre capabilities to integrate with their new CRM, provide detailed reporting and analytics, and true multi-channel customer service, with voice, email, web chat and SMS in a universal queue.

The solution

Fully managed cloud unified communications and contact centre

Nexon initially proposed its 'Nexon Absolute' solution, a cloud-based Microsoft Skype for Business and a contact centre platform, supported by a suite of complementary managed services, including migration to Microsoft Teams. However, with the CRM implementation taking place concurrently, MTC's preferred option was a Genesys Cloud contact centre platform, as it provided native CRM integration. Nexon was able to meet these requirements by engaging with one of its partners while still maintaining responsibility for the successful delivery of the complete project.

"MTC's focus is providing for our customers, not maintaining infrastructure, so we wanted a fully managed cloud solution. We decided to implement the Skype for Business solution first because our business users were already familiar with it. This enabled a fast and seamless cutover to Nexon Absolute and allowed us to decommission the old infrastructure in the Melbourne data centre. Our next step was to migrate to Microsoft Teams," said Marshall.

"There was tight competition for the project, and two of the providers proposed very similar solutions. We chose Nexon because they had the better commercial offering, and demonstrated during negotiations that they were prepared to go the extra mile and take on additional responsibilities as the lead integrator, so we had confidence that they would do the job," Marshall added.

The benefits

Achieving staff collaboration and customer service goals

The implementation took place in the first half of 2019. The project was further complicated by the simultaneous activities taking place, including the configuration

and deployment of the CRM and a cutover of telecommunications providers, which caused a delay on the porting of telephone extensions. Despite this, MTC was able to go live with its new Genesys Cloud contact centre environment on schedule, with Nexon providing the SIP carriage services and diverting calls until the new telco provider had the numbers needed.

"We wanted to switch on our new integrated contact centre and CRM services as soon as possible – there was a lot of additional value we could get by doing so. Initially connecting through the Nexon services allowed us to use our new contact centre immediately, and moving across to our new telco's SIP channels was seamless," said Marshall.

The upgrade to the cloud-based Skype for Business integrated with MTC's existing Office 365 environment was just as seamless, with users presented with the same functionality and experience as their previous UC solution. MTC subsequently migrated from Skype for Business to Microsoft Teams, which the organisation was already using for digital document collaboration. That has proven to be an evolutionary step for MTC's people as a natural extension of the way they were already working.

What it has provided is a much more stable and reliable audio and video communications solution, which has reduced MTC users' reliance on mobile phones and also cut down the amount of travel between offices. It's also being delivered at a significantly lower operating cost to the prior hosted environment. By moving to Nexon's managed, cloud-based UC and contact centre solution, the annualised cost savings will deliver a return on investment (ROI) inside three years.

From a contact centre perspective, MTC has achieved a consolidated view of the customer, with natively embedded CRM functionality to ensure efficient customer data capture and rich contextual information for MTC's customer service teams across all of its divisions and subsidiaries. MTC has incorporated voice, email, webchat and SMS into a universal queue, and has had very positive results from recent outbound email and SMS campaigns.

The move to more cloud-based services will make it easier for MTC to expand the organisation in the future, including bidding for government contracts in other States and opening up additional Warakirri

College campuses in Sydney. It has also freed up MTC's in-house team to focus on more strategic initiatives, such as AI-driven automation, new cyber security technologies and controls, and providing greater business insights for the organisation through a matured business intelligence function.

Future vision

MTC is in discussions with Nexon to broaden the relationship as part of its strategy to consolidate its service providers and technology partners. That potentially includes expanding Nexon's managed services remit to incorporate MTC's Office 365 environment, as well as the provision of additional cyber security solutions and other managed security services.

"Culturally, Nexon has great alignment with MTC. It's been a true partnership. We've been very impressed with the way Nexon handled the cutover, has taken ownership of outcomes, and worked with our other service providers in what was a very complex and busy time for us. That's why we are now discussing our future plans with them," said Marshall.

About Nexon

Nexon Asia Pacific (Nexon) is an award-winning digital consulting and managed services partner for mid-market, and government organisations across Australia. We have a uniquely broad suite of solutions to service clients who require end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions.

Our end-to-end solutions help clients to solve problems, address frictions and accelerate growth. Committed to the highest standards of responsiveness, competency and transparency, Nexon is built on a unique client care model that is fuelled by continuous feedback. With over 400 staff, we employ some of the country's most experienced consultants and empowers teams to make decisions that accelerate change for client organisations.

As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative solutions and service excellence.

We help our clients move from a position of overwhelm to empowerment, looking forward to a more agile and digital future.

To find out about Nexon, call us at **1300 800 000**, email us at **enquiries@corp.nexon.com.au**, or visit **nexon.com.au**

