



Business Conferencing from NetServices earns NAAFI major rewards

NAAFI exists to provide community support services for HM Armed Forces and their families. Communication is a key part of their business and they chose NetServices Business Conferencing platform to help them support their 230,000 military personnel and their families, stationed across 17 countries.

NAAFI (Navy, Army and Air Force Institutes) is a remarkable organisation, having adjusted to hugely changing Military needs over its 86 years. Always at the heart of NAAFI has been the dedication of its people, who continue to put service and loyalty at the top of their personal values. They have an annual turnover of £226 million and for a company of this nature communication is a major part of their business - they have become major users of business conferencing facilities.

NAAFI became a customer of NetServices via our acquisition of Telefonica UK in May 2005. Since this time we have continued to manage their MPLS network and have built a relationship with them. The NetServices Account Manager liaises with them to fully understand the way their business works and as a result we are in the perfect position to offer ongoing support. As the relationship developed and progressed, they requested our advice on their conferencing solution.

Challenges

Previously NAAFI had been utilising BT MeetMe and were happy with the functionality of the service, however they found the cost impacted negatively on their budgets. They were in agreement that the service had significant benefits; however they felt that they should be able to better utilise the budget on other resources.

For businesses with remote workers, staff conferencing has become a valuable business telephony tool. Phone conferencing provides a cost effective way for dispersed teams to keep in touch regularly. It is a basic necessity that NAAFI has some form of telephone conferencing platform in place within their organisation – however they were dissatisfied with the costs from their current supplier.

The new solution must offer NAAFI all the functionality they had with their previous supplier for a far smaller financial outlay.

CHALLENGES

- Maintain functionality of existing conferencing platform
- Significantly reduce conferencing expenditure
- Capable of handling large number of calls

SOLUTION

- Flexible portal with superior functionality
- Links 4 UK and 70 German sites
- Secure and reliable

RESULTS

- 75% cost savings from previous solutions
- Maintained full functionality and 100% reliability
- Customisable – branded and modified to meet requirements

“The administration portal is extremely intuitive and simple to use, it is a better service and cheaper than what we had in place”.

Paul Carrington, NAAFI.

Solution

NAAFI chose NetServices dedicated Business Conferencing platform as it was reliable and capable of connecting their various sites. The conferencing system links employees across 4 sites in the UK and 70 in Germany, as well as other countries across Europe. It guarantees the same level of performance they received with their previous system but the key element is that it achieves this in a far more cost-effective manner.

NAAFI also liked the fact that the platform offered flexibility. They required control of the portal to be able to monitor and organise the calls. Having viewed the standard set up, they requested a few minor changes to make the system *alltogether* more effective for them. This included additional features to aid their internal charging procedures which were immediately implemented. The portal now offers NAAFI better functionality for managing changes than the previous system. Real time billing and reporting means they can accurately monitor which costs should be allotted to which department.

Benefits

The financial reward alone is a significant benefit for NAAFI. Paul Carrington, NAAFI's IT Manager says "With NetServices Business Conferencing solution we are saving an average of 75% against our previous supplier". This is primarily based on the fact that there are no ongoing subscriptions to pay. Callers merely pay to access the platform on a per minute basis in addition to their normal call costs.

The solution is utilised for regular calls all across Europe. Initial feedback from NAAFI confirms that the quality has been "of an excellent standard – even with a significant numbers of colleagues dialled in from across a large geographical area" (Paul Carrington). The solution is capable of handling multiple conferences at the same time, without any interference.

The flexibility of the service was also a key factor for NAAFI, and will be for many companies considering a Business Conferencing platform. The functionality of the portal allows numerous options for conferences, for example a general purpose conference could allow anyone to join with no chairperson restrictions, whereas a wider audience call could have attendees in listen-only mode. The portal allows conference parameters to be chosen and changed per call by the designated administrator.

There are many features of the solution - the following are particularly pertinent to NAAFI's working environment:

- Up to 120 users within the same conference
- Secure (PIN numbers)
- Flexible:
 - The Portal can be customised and branded to suit the individual client.
 - Call options are set on a per call basis (for example hold music, listener options, chairman options, call recording).



"It is great to see our solution in place and working so effectively. The environment in which NAAFI works made them a prime candidate for our solution".

*Graham Brimage,
Account Director, NetServices.*