

Increase efficiency within social services.



Public sector organisations are dealing with unparalleled levels of budget cuts and austerity, while receiving increasing demands and expectations from the community.

The search for a more efficient and effective working practice is affecting all public sector departments, but in particular, frontline staff.

Frontline staff are being constantly challenged by growing caseloads and higher demands on their availability. At the same time, austerity within the wider community is creating further social issues. Their priority is to provide an adequate service with reduced funding.

The government has created initiatives such as 'Smarter Working' and 'Cloud First' to help organisations produce a more efficient service delivery. This, in turn, is changing the way organisations procure and deploy ICT services. However, these initiatives have had very little impact to frontline staff, who still rely upon their mobile phone as a primary point of contact and lifeline for critical cases.

When mobile working, many frontline staff will be lone workers and this can lead to multiple challenges. Heavy caseloads from the central support line can be shared amongst case workers, but mobile staff are left without the support of their colleagues. Critical calls to their mobile phones can often be unanswered due to them being unavailable.

In addition, trying to measure the quality of care provision can be difficult with mobile working. This is due to the fact that the data, which shows the service level attainment, is often buried in the device. Trying to determine how often critical cases are calling, how these calls are handled, and whether calls have been escalated or delegated is difficult when the only primary point of contact is the mobile phone.

Although it may seem challenging, BT smartnumbers mobile can help frontline staff with these issues. BT smartnumbers mobile is an innovative service that overlays a second mobile number, for work calls, on the personal mobile phone of staff. This allows staff to have two numbers on one mobile phone.

The service helps local authorities save money, as there is no longer a need to provide staff with a dedicated mobile phone, as staff use their own device. In addition, the service guarantees privacy, so personal calls remain private and any work-related calls are charged directly to the organisation.

BT smartnumbers has been widely adopted by many of the UK's largest public and private sector organisations; including most major financial businesses, defence and other government departments.

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Key features

No need to provide frontline staff with a mobile phone

- Turns the personal mobile phone of staff into an effective tool for work. Staff can migrate their existing local authority mobile number onto their personal phone, and make both personal calls and work calls from the same device.

Team working & call delegation

- Enables co-workers to take calls when the mobile worker is busy or unavailable. Calls to the mobile phone of the key worker can be routed to team members as required, or routed to alternative caseworkers during periods of prolonged absence.

Shared voicemail

- Ensures that critical work-related voicemail messages left on the mobile phone of staff can be shared with co-workers for immediate response.

Shared SMS

- Ensures that SMS messages sent to the mobile phone of the frontline staff can be shared to all staff for immediate response.

Call recording

- Protects the reputation of centrally commissioned service by recording all conversations to the BT smartnumbers mobile number. Personal calls always remain private.

Management Information

- Tracks and reports on service level attainment by providing detailed management reporting of all mobile communications, including missed calls, call abandonment, time to answer, call duration and other key metrics.

Business continuity & resilience

- Ensures that all critical communications are maintained even during business continuity incidents or unplanned events.

Benefits to the local authority

- Eliminates the cost and management overhead associated with providing dedicated mobile phones.
- Number retention – as staff leave, the organisation retains the mobile number.
- Call recording to protect the reputation of the organisation.
- Complies with both ‘Smarter Working’ and ‘Cloud First’ government initiatives.

Benefits to staff

- No need to carry two phones, staff get one phone, the one they want.
- Ensures privacy is maintained between work and personal communications, helps strike a work-life balance.
- Enables co-workers to be immediately available to help during times of peak demand.

BT smartnumbers is a SME with services available via the government’s Digital Marketplace.

Available on	Requirements
iPhone	iPhones running iOS 7.0 or above. Available to download from the App Store.
Android	Android devices running 4.0 (Ice Cream Sandwich) and above. Available to download from Google Play.
Network agnostic	BT smartnumbers mobile runs on all UK mobile networks. Calls made using BT smartnumbers mobile are in bundle on all UK mobile networks.

Offices worldwide

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