

## Case Study

### Medical Council of Ireland



The Medical Council  
Comhairle na  
nDochtúirí Leighis

# Regulator reinforces role with IP telephony system.

## Challenge

The Medical Council of Ireland is a regulatory body that protects the interests of the public when dealing with registered medical practitioners, a role that demands business critical ICT infrastructure.

Recognising that a new generation of digital technology would bring benefits to the Council, ICT Manager Jim McDermott had been looking to migrate from an analogue telephone system to Voice over IP (VoIP). A move to a new Dublin office was the trigger to make the investment.

“There were cost savings to be made with IP but the efficiencies were more important to us,” he explained. “We wanted to have all our voice and data on the same router, enabling us to treat laptops, phones and PCs the same way, as networked IP devices,” explained McDermott.

A large part of the Council’s time is taken up with responding to member enquiries, particularly at annual registration time when the bulk of the 55 employees are inundated with calls from many of Ireland’s 19,000 registered doctors.

“We invoice around 95 per cent of doctors on the 1st of July every year, which results in a huge influx of calls. We needed a resilient system that would allow us to output data on what was happening on a daily or weekly basis,” said McDermott. “And we wanted an integrated IP network that would make it possible for call agents to pull up each doctor’s details on the screen when a call came in.”

## Benefits

BT won the contract to deliver a full IP telephony service. The core product was the Nortel Business Communications Manager 450 (BCM 450), an

IP-enabled telephone system that met all the Council’s needs at an affordable price.

The system was immediately put to the test. “We moved into the new building and on to the new system at around the time of membership renewals, so the new infrastructure had to cope with a sudden burst of activity. Thankfully, it worked very well,” said McDermott.

Dealing with member enquiries is more efficient because of the advanced interactive voice response technology, as well as a contact centre module with reporting tools, all supplied by BT. “We can see what’s happening on the system and add more agents if calls are backing up, or if we look like we’re losing calls. With analogue you could see what happened after the event, but not at the time.”

The old system was also more expensive to run, with engineers having to be called out for repairs or to any changes. “Now we can do it internally on a PC which has brought us significant cost savings,” said McDermott.

The BCM 450 has effectively future-proofed the Council from further investment. Easy to scale, it can accommodate growing demands for remote and home working and it provides a platform for Unified Communications. Features like presence and messaging open up new communication channels.

“There is a perception that these kinds of tools are the sole preserve of large corporates with big budgets,” said Justin Boylan, Account Manager, BT. “With this product and this project, BT has shown how organisations of all size can benefit from IP solutions.”

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