

8x8

Charity helps nation respond to COVID-19 emergency as incoming calls soar by 500%.



agescotland.org.uk



Industry

Non-profit



Headquarters

Edinburgh, Scotland



8x8 Products:

8x8 Work and Meet
8x8 Contact Centre



Primary Reason Chose 8x8:

Flexible and scalable cloud platform, ideal for mobile workforce and greater business continuity

Highlight Metrics

- Incoming calls for help increase by 500%
- New systems go live within 5 days
- Contact centre team more than doubles to 45

Age Scotland is the national charity for older people. It promotes the rights and interests of everyone over 50, while helping them to love later life. The charity operates a national helpline for older people, their families and carers, supports and enables more than 700 older people's community groups across Scotland, provides a wide range of free information and advice guides on issues such as benefits, social care, housing, energy, Power of Attorney, dementia, veterans rights, and runs campaigns to improve the lives of older people.

The challenge: Vital services take a front-line role

Age Scotland needed a solution that could deliver on its goals. The charity wanted a mobilised workforce, calls and queues in one place, a single set of reporting and the ability to access call records remotely.

The IT team wanted to spend less time fixing tech issues with its existing platform. They understood the advantages of switching to the cloud and having a complete refresh.

Age Scotland suddenly found itself on the front-line – needing to provide vital services to protect age groups most at risk from Coronavirus.

Massive rise in requests for help

The charity was hit by a huge surge in demand for help. Incoming calls soared by 500% to over 5,500 a month and the charity needed to more than double its contact centre team to 45.

“Members of the public wanted guidance about shopping, prescriptions, doctor visits and shielding. Next came waves of questions about hospital discharges, care homes and how to cope with isolation, as well as all the normal issues,” recalls Laura Stenhouse, Telephony Manager.

The solution: Rising to the challenge

Age Scotland had been working with IT partner Frontier to find the best system for its needs.

“The general consensus was that 8x8 was the market leader and had great products,” says Stenhouse. “The solution was agile and flexible — and stood out against competitors.”

Age Scotland selected the 8x8 X Series platform, combining cloud PBX, video conferencing and contact centre capabilities. The organisation was happy with its choice, then COVID-19 struck and deployment became urgent. In fact, the First Minister of Scotland, Nicola Sturgeon, stepped in with immediate funding.

Five days later, the system was live. “We closed on Friday, spent the weekend doing online learning and launched on the following Monday — and it worked as expected,” stated Stenhouse.

“8x8 surprised us with extra functionality that we now realise we need! 8x8 Meet has added a whole new dimension to our teams, community groups and veterans’ projects”

Laura Stenhouse, Telephony Manager, Age Scotland



The results: Extra functionality takes service to a new level

The 8x8 X series met and exceeded expectations. It was easy to use and employees could access the communication platforms they needed from home.

“8x8 provided the qualitative data we needed as a charity for audits and compliance with 18 different laws,” recalls Stenhouse. “We could also add a donation line to service our fundraising campaign.”

“The cloud tech really works for us,” says John Douglas, IT Officer. “Moving services online has been huge. We’ve downsized on-premise equipment, reduced costs and strengthened business continuity. With 8x8, we’ve got extra flexibility in resource provision and could flex up a huge number of licenses easily.”

Considering the cloud communications platform wasn’t a project the charity scoped out with the pandemic in mind, the value has gone beyond the technology.

“8x8 surprised us with extra functionality that we now realise we need!” Stenhouse adds, “8x8 Meet has added a whole new dimension to our teams, community groups and veterans’ projects. We can host friendship circles online and enable people to dial in.”

“The system is so intuitive. We’re able to manage queues perfectly and overflow to different teams. The 8x8 solution has been so flexible and such a good investment.”

For more information, call **0333 043 888** or visit **[8x8.com/uk](https://www.8x8.com/uk)**

8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ©, TM, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc.

