



NEC delivers contemporary integrated IP communications platform

Lotterywest

The Customer

A statutory authority of the Government of Western Australia, Lotterywest sells a range of lottery products through a state-wide network of 500-plus newsagents and retailers. Almost all funds raised from the sale of Lotterywest products are returned back to the Western Australian community through prizes and grants. Last financial year this totalled over \$440 million given in prizes and over \$265 million returned to the community through statutory and direct grants which supported health, sports and arts sectors, as well as hundreds of not-for-profit groups.

Lotterywest undertook a rigorous tender process for a modern, robust communications system

The Challenges

Lotterywest's unique combination of retailers, players and grant recipients is a commitment to building a better Western Australia. To support this vision, its operations needed to seamlessly meet the service expectations of stakeholders across its business.

In 2017 Lotterywest moved to new headquarters in Subiaco, Perth. Brad May, Senior Manager of Customer Services and Operational Support at Lotterywest said the organisation used this as an opportunity to update its PABX and contact centre systems to deliver solutions to meet customer needs.

Customer

- Lotterywest

Industry

- Government

Challenges

- Business critical, 24 x 7 communications system serving multiple stakeholders

Solution

- NEC Contact Centre, Connectivity, Implementation and Professional services
- NEC UNIVERGE SV9300 SMB communications platform with integrated UC and mobility
- Enghouse out-the-box multichannel contact centre

Results

- A modern, fit for purpose IP telephony system and contact centre with interconnectivity to SAP business platform
- Technical and service capacity to accommodate peak periods
- Functionality supporting better understanding of customers

The Challenges

As a government agency, Lotterywest undertook a rigorous tender process for a modern, robust communications system to support 200 employees across four business areas: Lottery Operations, Corporate Services, Grants and Community Development, and Planning and Market Development.

NEC won the contract having matched the selection criteria and offered highly competitive pricing. The delivery team also committed to Lotterywest's tight deadline – integration had to be timed with the organisation's move to Subiaco.



The Solution

NEC's design accommodates Lotterywest's busy telephony environment. Its four streams for incoming calls to player, retailer and grants teams, as well as general enquiries – take an average of 1,100 calls per week. The new system also caters for significant increases in calls during high traffic events, such as our \$50million jackpots.

The never fail resiliency of the IP telephony solution, contact centre and collaboration suite is backed up at a disaster recovery site. The call prioritisation, transfer and recording functionality underpins Lotterywest's contemporary customer service goals. May sees Web Chat as a particularly impressive feature which can be added in the future.

Seamless and reliable integration was required between the new system and SAP. NEC implemented the functionality that integrates caller identification information from SAP to agent screens for immediate access to records relevant to the call.

The project had an exceptionally short lead time for the integration work and installation, but May said "The changeover went very smoothly, including the SAP connectivity. There was a phased approach to the rollout in order to minimise impact to our employees and NEC tailored the training for our different staff member needs."

Brad May and his colleagues find NEC "very professional, they listen to what works for us and are very responsive."

Lotterywest tests business critical telephony system through \$50million jackpot



The Results

"We've really put the new communications platform to the test since the launch of our new in-store technology. There were significant increases in calls with the installation of new terminals at each of our stores and the introduction of new software for players." May said.

"From a contact centre point of view, as a means of improving service, we now have a far better understanding of our customers. We've introduced end-of-call surveys and have call recording for monitoring and training purposes."

The Results



“Since the launch of our new in-store technology, we’ve really put the new platform to the test. We’re using it as a means of gaining a far better understanding of our customers and improving service.”

Brad May, Senior Manager, Customer Services and Operational Support, Lotterywest

“The system allows Lotterywest to upload emergency messages in the event of a major incident to keep our customers informed and provide the best service we can.”

“The comprehensive reporting, with real time access to information on tracking, peaks and surveys, makes the job much easier for our teams. Their ability to make informed decisions is further enhanced with the addition of configurable screens set up to monitor how teams are tracking and view call volumes.”

While the system itself requires little support, Lotterywest has found its 24/7 SLA contract with NEC immensely helpful in securing “good outcomes to major incident rectification in the case of such issues as power outages and in dealings with telecommunication issues” May said.

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v18.06.22b | Lotterywest

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