



Jon Watkinson

Why have VoIP in the
public sector and
what are the drivers?

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Change management

- Centre for Defence Analysis MOD
- London Borough of Lambeth
- Runnymede Borough Council

What is VoIP

- Voice over Internet Protocol
- What is it?
- How does it work?
- What does it do?
- Why should I be fussed?
- A telephone is a telephone
- Or is it a computer?
- Sound is sound or is it a digital data?
- VoIP is an enabler

What can VoIP do?

- Take and make calls anywhere on the network
- Zero cost when routed over network
- Dispose of the telephone – soft phone
- Use software to manage calls
- Facilitate hot-desking
- Facilitate home working
- VoIP enables mobility
- Reliance on VoIP has resilience issues

Other Technology Enablers

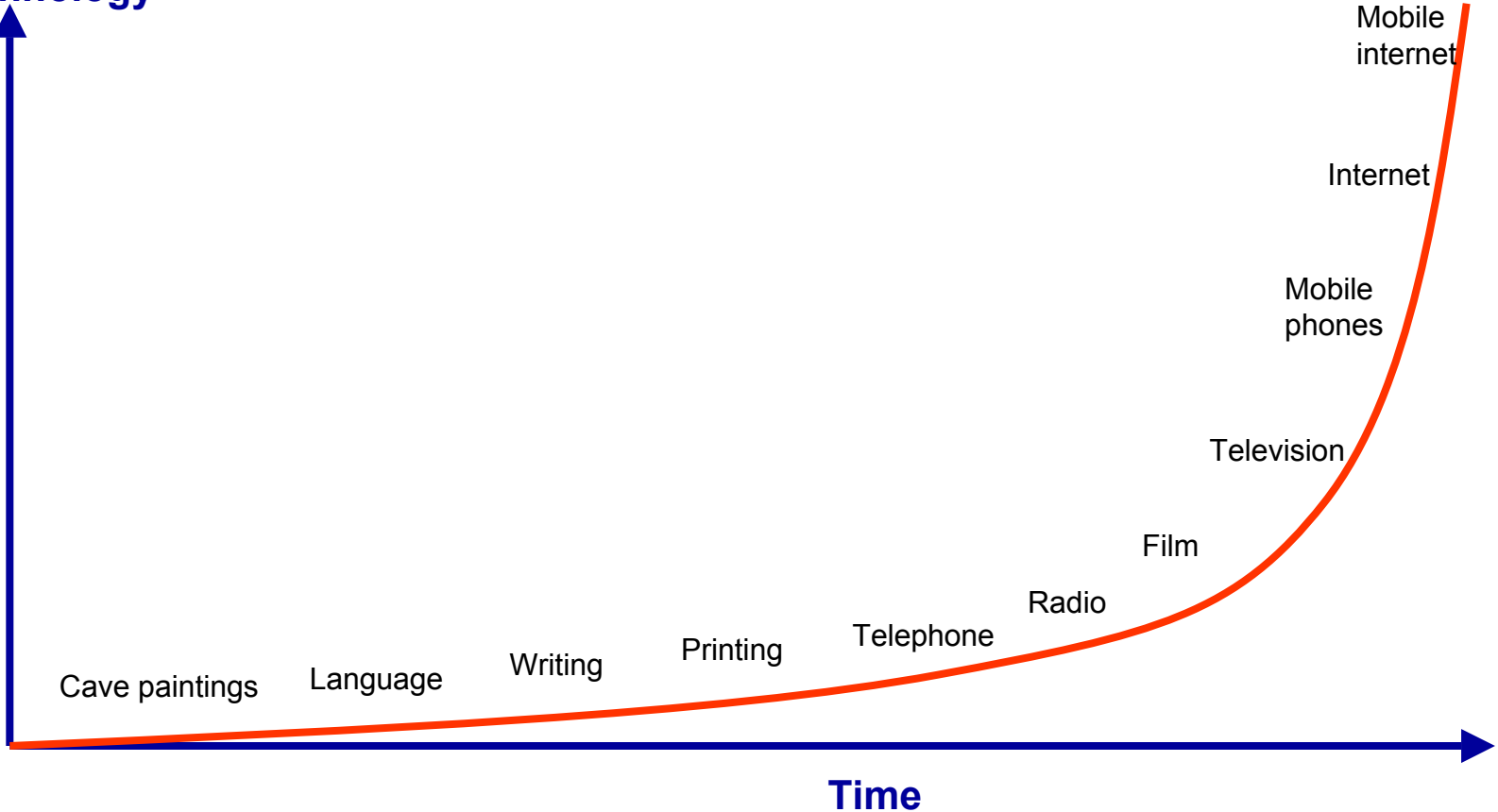
- Remote network access
- Broadband and bandwidth
- Mobile phones
- Handheld Personal Digital Assistants (PDAs) with email
- Scanning and electronic media
- 3G connectivity
- Video and conference calling
- Internet access to information

So what do we do with technology enablers?

- Something
- Nothing
- Tokenism
- Get left behind

History of Information and Communication Technology

Information
Technology



Classic Characteristics

- Personal offices
- My desk
- Is work a place or an activity?
- Do business in meetings
- Enjoy symbols of status
- Measure attendance rather than output
- Appreciate conformity over innovation

21st Century Characteristics

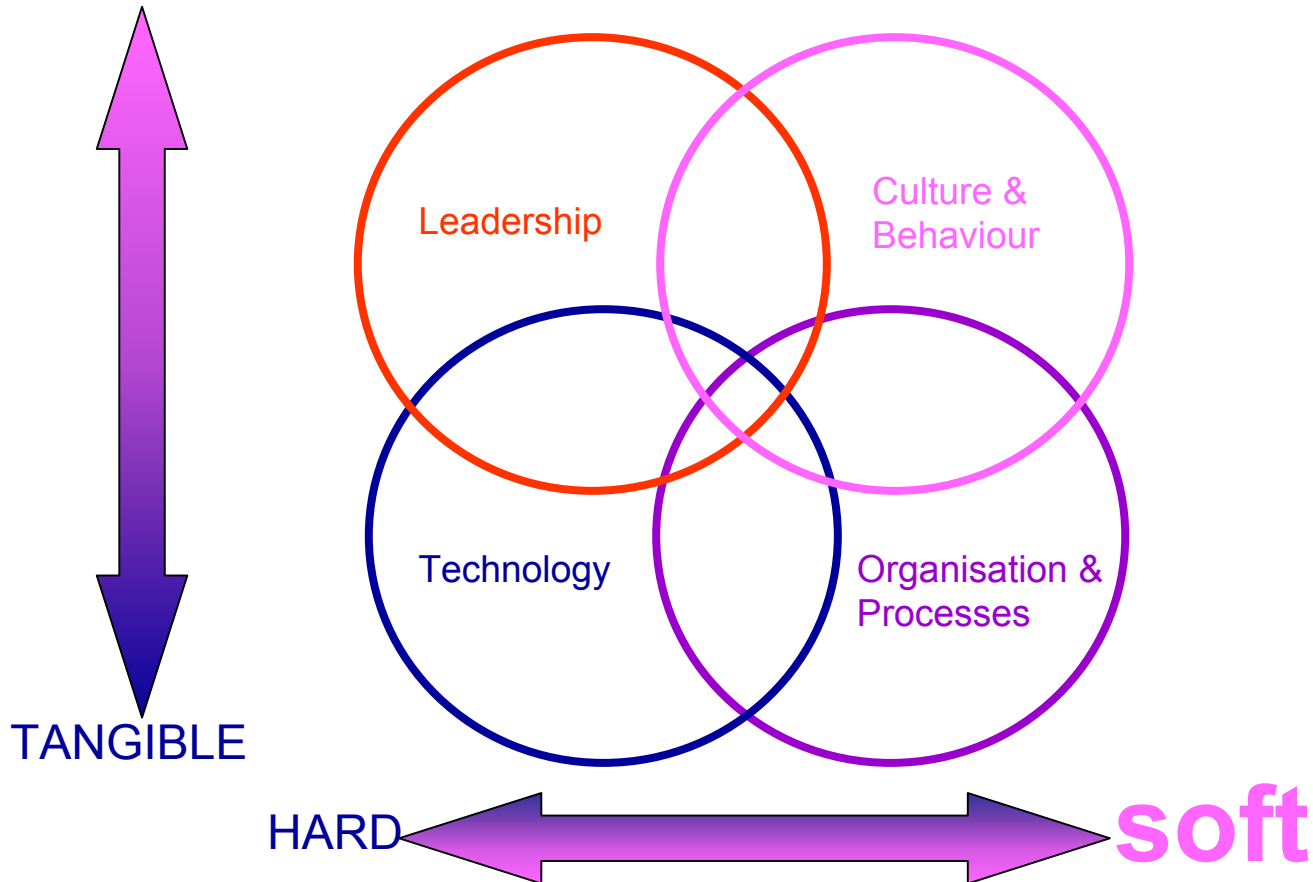
- Flexible working
- Virtual organisations
- Work / life balance
- Environmental concerns
- Globalisation
- Flatter organisations
- Computers do - people innovate
- Universal access to information
- People expect choice

The drivers

- Accommodation costs £9K per head
- Flexible working
- Hot desks
- Staff expectations
- Cost savings
- Gershon efficiency
- e Gov now t Gov

Components of Change

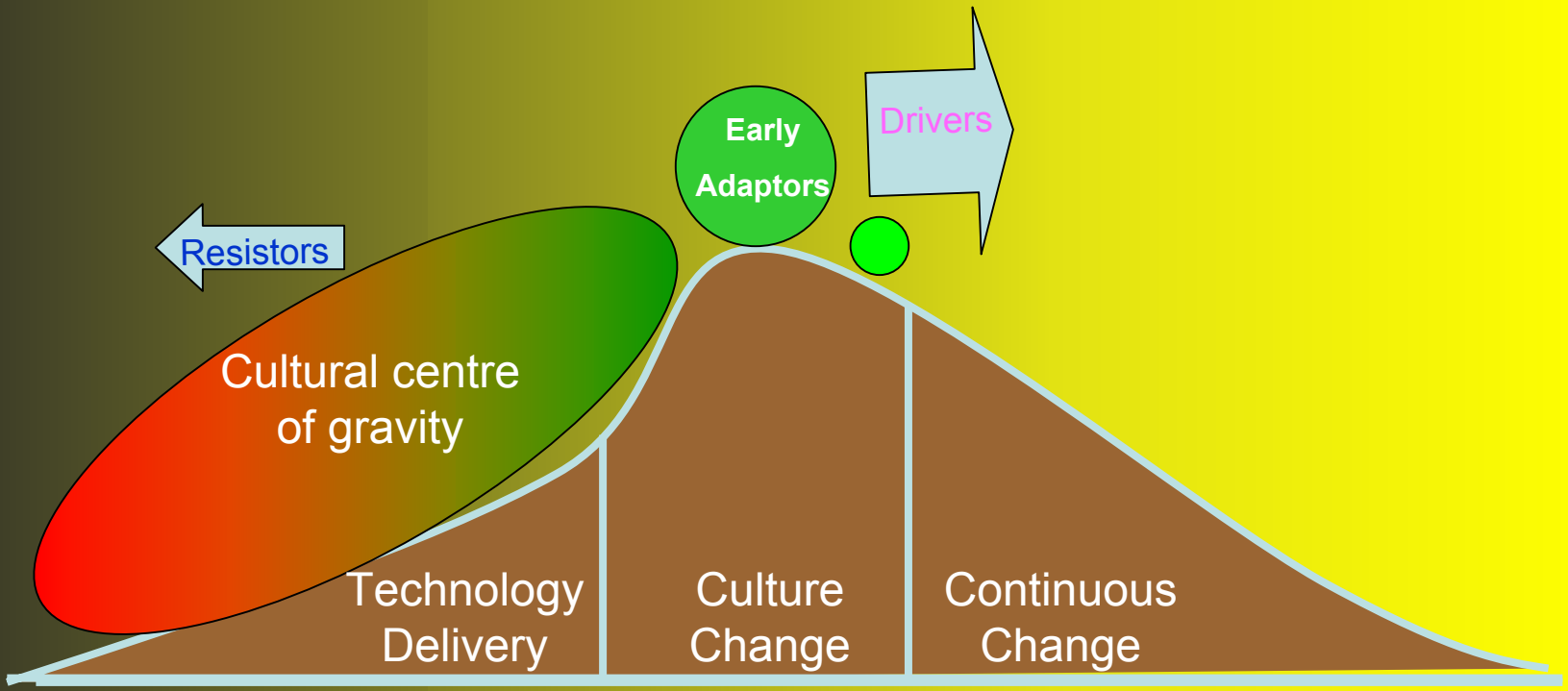
intangible



The up hill Challenge of Culture change

20th Century practice

21st Century practice



London Borough of Lambeth

- Phoenix House Pilot 600 staff into 450 desks as pilot
- VoIP contract let to BT
- Driven by accommodation strategy
- Enabler for hot-desking and flexible working
- Technical aspects easy people aspects more difficult

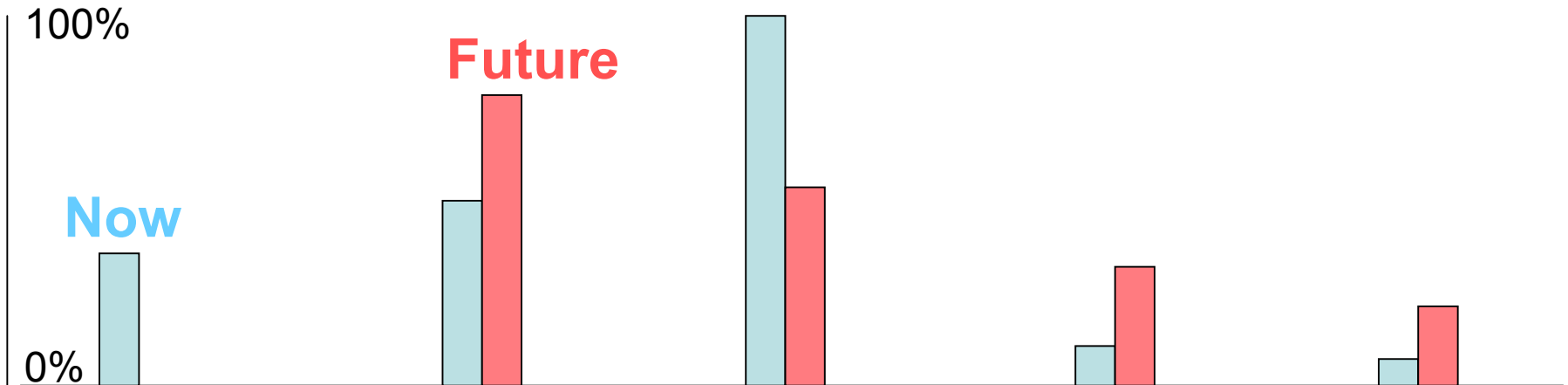
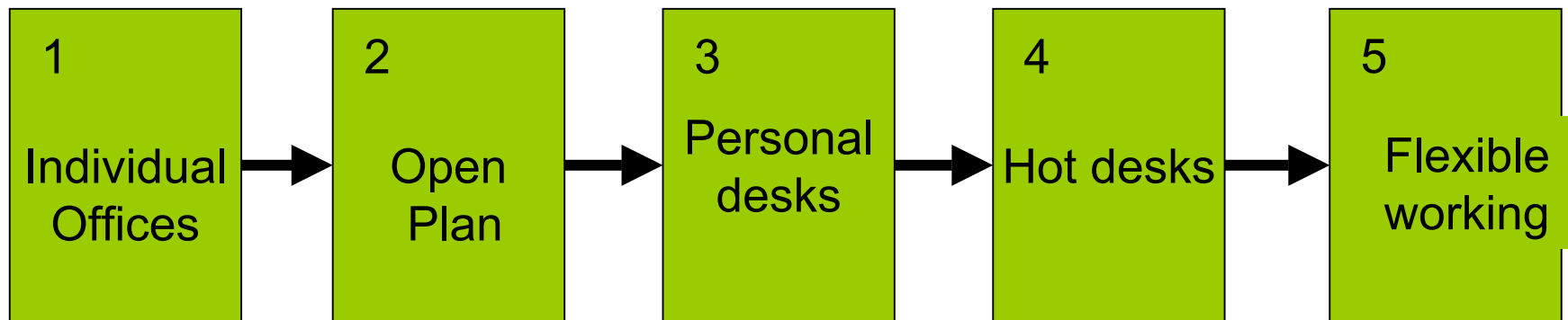
Runnymede Borough Council

- Driver - New civic offices
- Better service to customers
- VoIP is standard for new builds
- New Customer Services Centre
- Pilot virtual call handling
- Enable a remote / flexible working call handling
- Promote inter-departmental understanding

Potential for saving space and desks - local government

	Managers	Office staff	Field staff
Maximum % of staff who could work flexibly some of the time	80%	60%	90%
Minimum % of staff who could work flexibly some of the time	30%	30%	60%
Of those working flexibly the average % of time not in the office	30%	60%	80%
Maximum potential space/desk saving	24%	36%	72%
Minimum potential space/desk saving	9%	18%	48%

Office styles and comfort zones



Some useful references

- An IDC Government white paper to help justify VoIP:



VoIP.pdf (98 KB)

- CIPD “Flexible Working: The Implementation Challenge: pdf download

<http://www.cipd.co.uk/subjects/wrkgttime/flexwking/ flxwrkimpchlq.htm?IsSrchRes=1>>www.cipd.co.uk/subjects/wrkgttime/flexwking/ flxwrkimpchlq.htm?IsSrchRes=1

- DEMOS Disorganisation: Why future organisations must ‘loosen up’ – pdf download

<http://www.demos.co.uk/catalogue/futureoforganisation/>



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