

# ESP Information

## Product Overview

ESP is a next generation messaging software solution that uniquely connects to both the schools telephone system (using Oak Telecom’s Smart CTI solution) and the Schools Information Management System (SIMS used by 22,000 schools) to provide an all encompassing total communications solution for incoming/outgoing and internal communication.

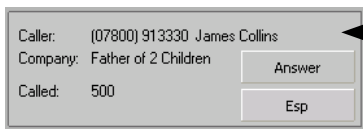
ESP is installed locally on the schools network (thus holding no data externally) and using an overnight copy of SIMS (no live access or integration = no risk to SIMS), ESP interrogates several SQL views from SIMS and extracts all contact information from SIMS for adults along with other useful and relevant information relating to students (name, picture, dob, class, year, attendance etc..) - Information is used to form our own SQL database tables used to power ESP.

ESP provides (please see screen shots):

- ◆ A **Recordcard** that screen pops when an incoming telephone call is received providing useful information for dealing with the caller.

The screenshot shows the ESP Recordcard interface with the following callouts and features:

- Callers Information:** Points to the 'Incoming Caller' section showing details for James Collins.
- Associated Children:** Points to the 'Associated Students' list, including Abby Collins and Orson Collins.
- Security enabled confidential notes/SEN etc:** Points to a security icon in the interface.
- Other Adults Associated With Children:** Points to the 'Associated Adults' list, including Mary Collins, Mr Joe Soap, and Mrs Gemma Collir.
- Smartphone shortcuts (extensions status, instant messaging):** Points to icons at the bottom of the recordcard.
- Closing card prompts recording a contact note:** Points to the 'Record' button at the bottom.
- Previous Contact History – More detailed view by clicking on icon:** Points to a magnifying glass icon next to the contact history table.
- Children Info From SIMS:** Points to the 'Information for James Collins' section.
- Attendance info from SIMS with options for analysis:** Points to the 'Attendance Statistics' section showing 98% attendance.
- Customised Notes:** Points to the 'Notes' field containing text about 'Bollywood Dancing Thursday'.
- Edit contact numbers for caller in database (add numbers/change priorities):** Points to the 'ESP Contact' and 'Edit Telephone Number' buttons.



When your phone rings, this discreet “preview” pop shows at the bottom of your pc screen showing the caller waiting to be answered

ESP Recordcard  
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- ◆ Contact/GroupContact - An on-screen "console" to initiate outbound contact with both individuals and groups that effectively provides a front end communications interface for SIMS (to dial on screen, send SMS, email or letter) –
- ◆ All communications are recorded in an audit trail as part of the "CRM" type features

**Previous Contact History – More detailed view by clicking on icon**

| Date                | Reason  | inits | Contact Notes                                     |
|---------------------|---------|-------|---------------------------------------------------|
| 17/06/2009 11:18:02 | Illness | ESP   | SMS to James Collins (07800913330) re Abby Collir |
| 17/06/2009 11:10:02 | Illness | ESP   | Received a call from (07800913330) James Collins. |
| 15/06/2009 17:15:58 | Illness | ESP   | SMS to James Collins (07800913330) re Abby Collir |
| 15/06/2009 17:05:59 | Other   | ESP   | Received a call from (07800913330) James Collins. |

**Customised Notes**

picks up child on thursdays - Parent Governor (chair of curriculum and Communications Committee)

**Choose preferred contact method, after initiating contact user will be prompted to record contact history note.**

**Template standard SMS messages and letters can be stored**

**Selecting email will compose message then launch default email program**

**Numbers offered in prioritisation order (1 = Primary, 2 = Current, 3= Untried, 4=Suspect) - System intelligently learns from live calls received and prompts users to update priorities**

Click the Telephone numbers grid to select a contact number then choose an activity by clicking the buttons

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These features are in addition to the standard benefits of the pc Smartphone:

- An on screen extension status showing who is on the phone
- An internal instant on screen messaging functionality between extensions
- A full call log of all calls made and received (including missed calls)
- A "call-back" facility alerting you when a colleague is back at their desk

Use of messaging systems is a high priority for schools especially for the support of attendance policies and first day absence chasing, "Every Child Matters" & inclusion policies and general communication levels to enhance parental involvement (please see the attached briefing note).

Unlike other messaging solutions, **ESP uniquely** connects to the telephone system using CTI with unique benefits for dealing with incoming communication and for telephone number capture/management.

## **Benefits**

- ESP maintains an audit trail of all communications made, by storing customised contact notes and full call logs as part of its Customer Relationship Management (CRM) Reporting functions.
- ESP enhances the parent/school relationship and provides demonstrative support for school attendance and inclusion policies.
- ESP for the Governor's, Headteacher and Management "ticks the boxes" in complying with guidance and recommended methods of communications issued by Government Ministers, DCFS. Local Authority and agencies such as BECTA.
- ESP dramatically improves internal communications (especially in a large campus) by providing an on screen extension status (indicating who is on the telephone or not) along with an internal instant on screen messaging system.
- ESP is the only system that intelligently manages and allows prioritisation of contact telephone numbers based upon live telephone calls for existing and new numbers captured.
- ESP is the most effective tool for emergency contact with parents combining automated methods with on-screen telephone dialling and using number priorities to ensure that the best telephone numbers are utilised; it can be used by multiple staff members simultaneously.
- ESP is not just for communicating with parents – contact information for companies, suppliers, governors and other individuals/agencies that have dealings with the school can be stored in the system providing the same enhanced communication benefits.
- ESP is very cost effective – a generous allowance of free SMS messages to mobiles (4 per pupil p.annum) means the average school will save over £500 a year

## **Solutions Offered**

There are two main variants to the solution, ESP Lite & ESP Standard. Both include a SIMS enabled Smartserver Enterprise installation and a Smartphone Site Licence.

The solutions cost does vary in proportion to the size of school as the pupil numbers has a direct correlation to telephone extension (Smartphone Users) and Administration /Management staff (SIMS users).

The overall costs are calculated by a combination of the number of Smartphone only users, those that have the ESP Recordcard and those that have the full ESP suite.

The matrices allow a flexible mix and match of different users to make the solution cost effective for the smallest school to the largest 1600+ pupil secondary.

| ESP version | Smartserver | Smart Phone Site Licence | SIMS Add Book (updates nightly) | ESP Recordcard | ESP Contact | ESP Groupcontact | Free SMS Allowance (4/pupil per annum) |
|-------------|-------------|--------------------------|---------------------------------|----------------|-------------|------------------|----------------------------------------|
| Lite        | ✓           | ✓                        | ✓                               | ✓              | X           | X                | X                                      |
| Standard    | ✓           | ✓                        | ✓                               | ✓              | ✓           | ✓                | ✓                                      |

We are also prepared to offer an SMS only solution.

Notes on costs:

- ✓ Schools ICT department can be trained for standard Smartphone installs & support to reduce costs
- ✓ SMS allowance can be removed from Ongoing/Support Costs if required
- ✓ We can look at a Smartphone + SMS only option
- ✓ The costs include all Oak licences but exclude any cost of making the telephone system “cti ready”
- ✓ Assumes school provides a suitable standalone PC to act as the “Server”.