futurevoice

nightingale hammerson

PUTTING PEOPLE FIRST
IN NIGHTINGALE HAMMERSON'S 300-USER ZOOM PHONE MIGRATION

When Nightingale Hammerson needed to modernise its telephony across two sites, the challenge went far beyond replacing one phone system with another.

Around 300 staff and residents needed to move onto Zoom Phone, but their requirements were very different. Staff needed greater flexibility and mobility. Residents needed familiarity, accessibility and continuity. Future Voice designed a solution around both.

THE CUSTOMER

Nightingale Hammerson has been caring for older members of the Jewish community for more than 185 years, with roots dating back to 1840. Today, its two London homes, Nightingale House in Clapham and Hammerson House, Wohl Campus in Hampstead, provide relationship-centred residential, nursing and specialist care for older people with a wide range of needs.

That creates a communications environment very different from a conventional office. Its phone system has to support employees working across a busy 24/7 care setting while also giving residents a reliable, accessible and familiar way to stay connected with family and friends.

THE CHALLENGE

Nightingale Hammerson needed to migrate around 300 users onto Zoom Phone across both sites. Internal staff needed a flexible mix of the Zoom app, cordless handsets and desktop phones depending on their role and how they worked across each location.

Residents had very different requirements. Some needed new big-button handsets, while others were comfortable with their existing phones and did not want to learn how to use new equipment simply because the underlying system was changing.

Every resident also needed to retain a direct dial number, allowing family and friends to reach them directly without navigating a central switchboard.

Communications also needed to reflect Nightingale Hammerson's household-based model of care. Residents sit within individual households, with communication involving not only internal care teams but families and external care professionals. The solution therefore needed to make it straightforward for the right people to reach residents and teams without adding unnecessary complexity.

PROVING THE SOLUTION FIRST

The project was secured following a substantial Proof of Concept, giving Nightingale Hammerson the opportunity to validate how Zoom Phone would work for its specific mix of staff and residents before making a final commitment. Rather than asking the team to take the design on trust, the PoC demonstrated how the platform, devices and wider deployment approach would work in practice. This helped identify requirements early, reduce migration risk and give stakeholders confidence that the final solution could support both operational teams and residents effectively.

The subsequent eight-month delivery programme deliberately moved at the pace Nightingale Hammerson needed. Weekly meetings kept both teams aligned, with decisions and progress carefully documented throughout.

Significant time was invested after residents had chosen their preferred handsets to ensure the final experience worked for them. When it became clear that some residents would be happier retaining their existing phones, Future Voice adapted the original approach, using ATAs to bring those devices into the new Zoom Phone environment rather than forcing unnecessary change.

It was a more considered route to deployment, but one that kept resident confidence and comfort at the centre of the project.

THE SOLUTION

Future Voice designed and delivered a Zoom Phone environment around the realities of the care setting rather than applying a standard office deployment.

For residents, new big-button handsets were provided where appropriate, while analogue terminal adaptors (ATAs) allowed others to retain familiar legacy phones.

Staff were provisioned with the Zoom app, cordless devices or desktop phones according to their role and working patterns.

Every resident retained a direct dial number, while Future Voice managed the number porting process across both sites, tracking each number and maintaining supporting documentation throughout the migration.

Time- and day-based auto attendant routing was configured to reflect Nightingale Hammerson's operating model, automatically directing callers to the right department or member of staff as staffing patterns changed.

Future Voice also supported the project beyond the original specification. When Nightingale Hammerson sourced additional handsets from a third-party supplier, the team helped provision them to keep the wider rollout on track.

On-site, one-to-one training was delivered to key staff at both locations, supported by comprehensive written and video guides for future reference.

THE RESULTS

Nightingale Hammerson now has a modern Zoom Phone environment spanning two sites and around 300 users, designed to serve both staff and residents.

They've reduced operating costs while gaining a more flexible communications platform.

"Call handling has improved dramatically thanks to the automated routing, and our staff can use devices the way they want to work.

"Call handling has improved dramatically thanks to the automated routing, and our staff can use devices the way they want to work.

More importantly, every resident enjoyed consistency, keeping their existing a direct dial number while those comfortable with existing handsets were able to continue using them."

IMRAN CHOUDHURY, HEAD OF ICT, NIGHTINGALE HAMMERSON

RESULTS AT A GLANCE

- **Around 300 users migrated across two sites**
- **Reduced operating costs**
- **Improved time- and day-based call routing**
- **Direct dial continuity for every resident**
- **Flexible handset and Zoom app options for staff**
- **Existing resident handsets retained where appropriate**
- **Full number porting management across both sites**
- **On-site training supported by written and video guides**

For Future Voice, the success of the project was about more than deploying Zoom Phone.

In a care environment, retaining a familiar handset, keeping the same direct dial number or making it easier for family members to stay in contact can make a significant difference.

By combining a proof-of-concept-led approach with careful migration planning, flexible provisioning and hands-on support, Future Voice helped Nightingale Hammerson modernise its communications without losing sight of the people using them.

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