

How Microsoft Teams Calling Transformed Communication for the Abbey Museum



The Abbey Museum has been operating as a cultural and educational experience in Caboolture since 1986. Known for its annual Abbey Medieval Festival, which has grown to be Australia's largest medieval reenactment event, the Museum houses a significant collection of artefacts spanning centuries and cultures across a million years of human history.

The organisation was struggling with outdated digital systems that limited communication, hindered visitor engagement and created inefficiencies. To keep up with evolving visitor expectations and operational demands, better support staff, improve collaboration and enhance services, they needed a tech-driven solution.



The Objective: Breaking Free from Legacy Systems

The Abbey Museum was operating on an aging server that had reached the end of its lifespan. Without a modern digital infrastructure, they struggled with efficiency, and connectivity. A complete network upgrade was in order.

Limited Communication Systems

The museum used a traditional landline, making it difficult to handle increase call volumes – especially during peak times like festival season. Visitors faced long wait times, and staff were burdened with managing a high volume of enquiries manually. A smarter phone system with features such as a call menu and adaptable, pre-emptive messaging like Microsoft Teams Calling would significantly improve the customer experience and reduce manual workloads.

NFP Constraints

As a not-for-profit, certain factors limited the Museum's ability to adopt new technology, such as:



Budget constraints



No dedicated IT staff and restricted technical expertise



An inadequate internet plan to support cloud-based operations



A challenging location (classified as "off-grid" by NBN standards) impacting connectivity.

Varying Needs for Staff

Beyond technical challenges, the museum had a diverse, dynamic workforce which included:

- 10 full-time staff working onsite and remotely
- 35-40 volunteers participating on a varying basis
- A large seasonal workforce during peak periods (approx. 300).

Considering a significant portion of the workforce consists of senior members, the Museum needed extra support with the change management process to ensure users would feel comfortable and confident.

ONGC's expertise and partnership with Microsoft made us an ideal provider to guide this transformation.



The Solution: A Seamless Digital Upgrade

The Abbey Museum established an enterprise-level NBN connection to set themselves up for long-term success. Reliable, fast internet connectivity would support their transition to cloud-based system.

With this taken care of, the organisation looked to roll out a new IT environment and phone system. Would they have to manage these processes separately? Thankfully, no. ONGC guided them through a complete digital transformation, including a seamless migration to Microsoft 365 and upgrade to a more sophisticated, integrated communication platform, Microsoft Teams Calling.

Impactful Communication

Introducing Microsoft Teams was a game-changer. The application drastically streamlined internal communication, reducing reliance on back-and-forth email comms. Using Teams enabled them to improve meeting accessibility and coordination. Remote participants can easily join regular planning meetings; recording sessions and minute-taking enable others with conflicting schedules to stay up-to-date.

Vital Support

During technological transformation, there's often one piece of the puzzle that gets missed: people-centric support. But not in this case. ONGC empowered museum staff and volunteers with training and guidance, as well as a direct access to an IT helpdesk. This enabled them to adjust to new changes more positively, and receive direct, immediate access to IT assistance for queries, as needed.

"Implementing Teams has been a gamechanger for us. It's dramatically improved communication throughout the organisation, enhanced our capabilities and granted us so much more convenience and confidence."

Kellee Neville

Marketing & Sponsorship Manager
at The Abbey Museum



"ONGC's support is reliable and invaluable in our fast-paced environment, especially having a dynamic workforce with a frequent rotation of volunteers. Our requests are quickly ticketed and responded to. Having our account manager as a direct point of contact also makes everything easier. We're grateful to have the essential support we need, including prioritising urgent tasks (like onboarding people quickly) during peak periods. Their responsiveness and regular quarterly check-ins give us confidence we're on the right track."

Kellee Neville

Marketing & Sponsorship Manager at The Abbey Museum

The Outcome: State-of-the-Art Communication, Better Customer Experiences

Making the switch to Microsoft Teams Calling allows museum staff to stay connected wherever they are, instead of relying on an outdated, problematic landline system.

Seamless Collaboration

Mobile flexibility means staff can connect anywhere, anytime, and bypass incidental challenges (like moving to more convenient locations during noisy construction periods, for instance). Now, it's more convenient than ever for people to connect and collaborate across locations. (No more long walks to find colleagues!) Improved communication has paved the way for greater efficiency, productivity and internal satisfaction.

Empowerment

While some staff were initially concerned about potential distractions from direct Teams messages, ONGC provided training about how to manage notifications, giving them full control over communication settings. This enabled them to feel more comfortable and confident using the system.



Increased Engagement & Capabilities

From implementation to present, there's been a significant drop in request tickets. Staff and volunteers have embraced Microsoft Teams and are using it confidently. A new call menu and adaptable, pre-emptive messaging has made call volumes far more manageable and created greater convenience for visitors.

Better Services for Visitors

This digital transformation has revolutionised the customer experience. Now that they have stronger connectivity, the Museum is expanding its services through initiatives such as:

- A guest network for visitors
- QR codes linking to videos to enhance visitor engagement with collections
- Live streaming – who ever dreamed to watch jousting competition live?
- Audio tour guides and ATMs.

They're working to improve the visitors experience, bringing connectivity coverage to wider parts of the museum and to the Medieval site, – particularly valuable during peak festival times, for media representatives, as well as staff coordination.



Looking Ahead

Now that team members are more confident using the system, they're motivated to optimise and implement advanced features. This includes adding more desk phones and fully embracing work mobility, such as transferring and redirecting Teams calls from desk phones to their mobile app. They're also looking forward to other systems and processes, and setting the stage for even more innovation.

Find out how to transform your business communication and collaboration with Microsoft Teams Calling.

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Founded in 2003, ONGC Systems is an industry-leading IT management and support business in the Gold Coast, Brisbane and Sydney, that helps businesses reach their goals and achieve a healthy work-life balance through the power of technology.

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