Technology - Transformation & Customer Service

May 2018

What Technology is used

System	Description	Users
STORM	Telephony platform	Corporately
STORM	Customer Survey	Corporately
Teliopti	Work Force Management	Contact Centre
Scorebuddy	Call Quality Monitoring	Contact Centre

Who is using - STORM – Telephony Platform

- Contact Centre
- Revenue & Benefits
- Housing Options
- Housing Repairs
- Adult Social Care – Duty desks, SOVA,
- Children's Services
- Licensing
- Waste
- Democratic Services
- Planning
- Public Protection
- IT Service Desk

How are we using STORM - Functionality

- Ability to add up front customer messages to all services who use STORM

- Give customers an option to opt for a call back.

- Interactive Voice Response (IVR) Menus introduced on our Contact Centre telephone lines that allows us to understand the reason for the customers call before we answer it.

- When we introduce an IVR it provides a greater insight into the reasons that customers call and allows us to tailor the service further to ensure the take-up of self-service improves.

- Using SMS on Revenues and Benefits lines to increase the number of customers signing up for the online account. 2500 customers have now signed up for the online account since September and a large proportion of these are as a result of the SMS messaging.

- A new IVR menu on the Home and Environment telephone number. This is likely to have a similar impact to call volumes that we have seen on the Revenues and Benefits line.

How are we using STORM – Management Information

- Track route of a customer call via IVR

- Analyse customer journey

- Number of calls received

- Number of calls abandoned

- Waiting time for calls to be answered

- Customer feedback via survey

- Quality of the call handling process

TELIOPTI – CUSTOMER SURVEY – SCORE BUDDY

Teliopti

- Forecasting call volume by service area
- Forecasting the correct amount of resource required to meet demand
- Scheduling the resource
- Scheduling off phone activity – Training, Admin – 1-2-1s

Customer Survey

- After call survey – customer satisfaction at first point of contact

Score Buddy

- Quality monitoring – coaching and development

Customer Demand & Transformation

To move to a digital offer for our customers we needed to know the customer demand for services and what channels they were using.

Identified three main channels:

- **Storm Telephony Platform to measure inbound Call Volumes**

- **CBC Website to measure Page Views & Usage**

- **Online Eform to measure access and submission Rates (Self-Service)**

Information captured from these channels is being used to priorities which areas to digitise first, and are likely to generate revenue savings when digitalised.

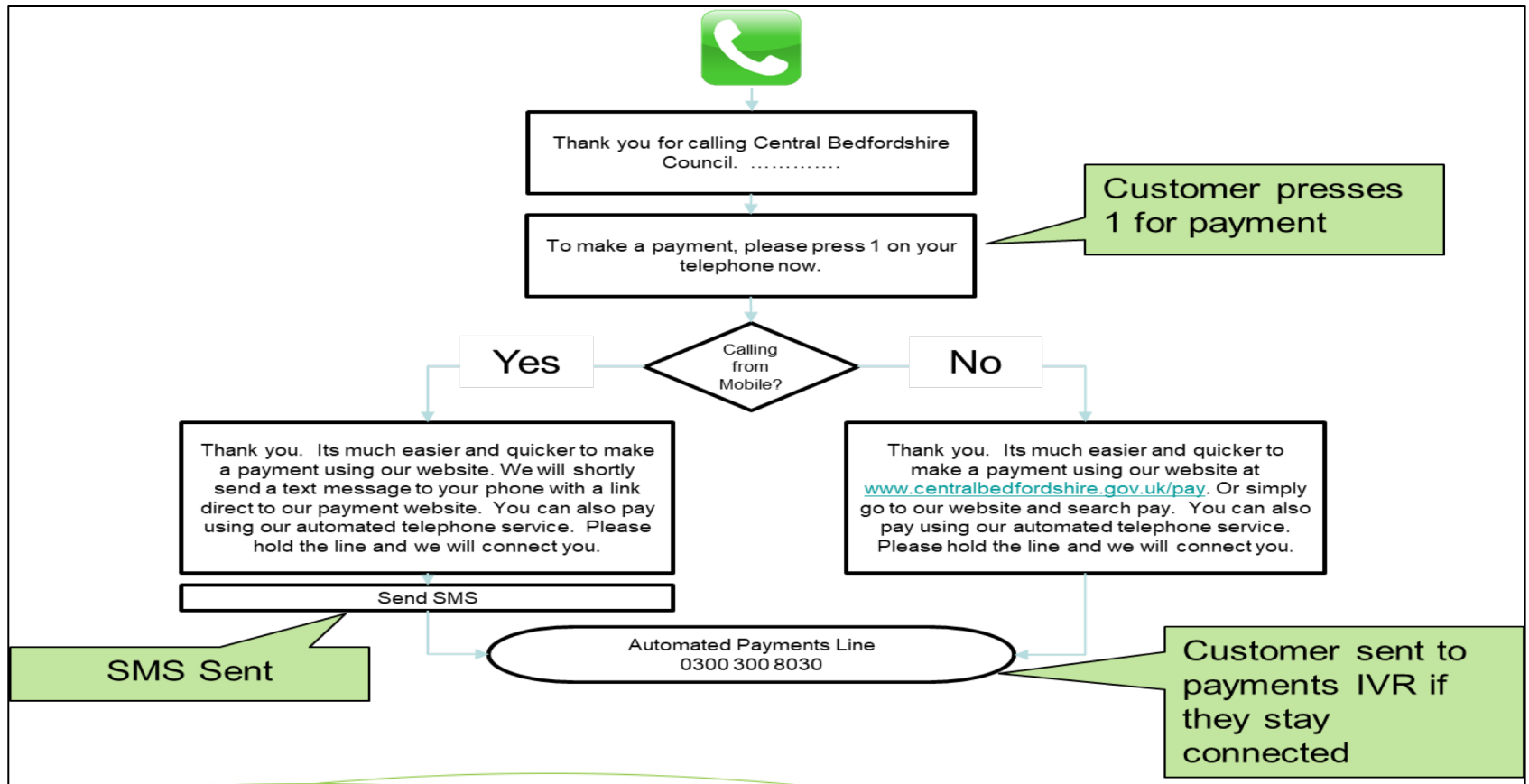# Transformation / Digital - Examples of success

Revenue & Benefits

- Using SMS on Revenues and Benefits lines to increase the number of customers signing up for the online account. 2,500 customers have now signed up for the online account since September and a large proportion of these are as a result of the SMS messaging

- IVR used to direct calls to the correct person e.g. arrange areas payment plan – no value added by Contact Centre

Waste Services

- We have introduced eforms for missed bines and replacement food bags / garden sacks. This has resulted in 8K calls being removed from the contact centre in the last 4 months. Customers can now self-service online.

Use of the technology to support Automated Payments

C-Tax and Benefits MyAccess Portal Channel Shift

Chart annotation: Started sending SMS to callers with link to the MyAccess Portal

Legend: Total Users
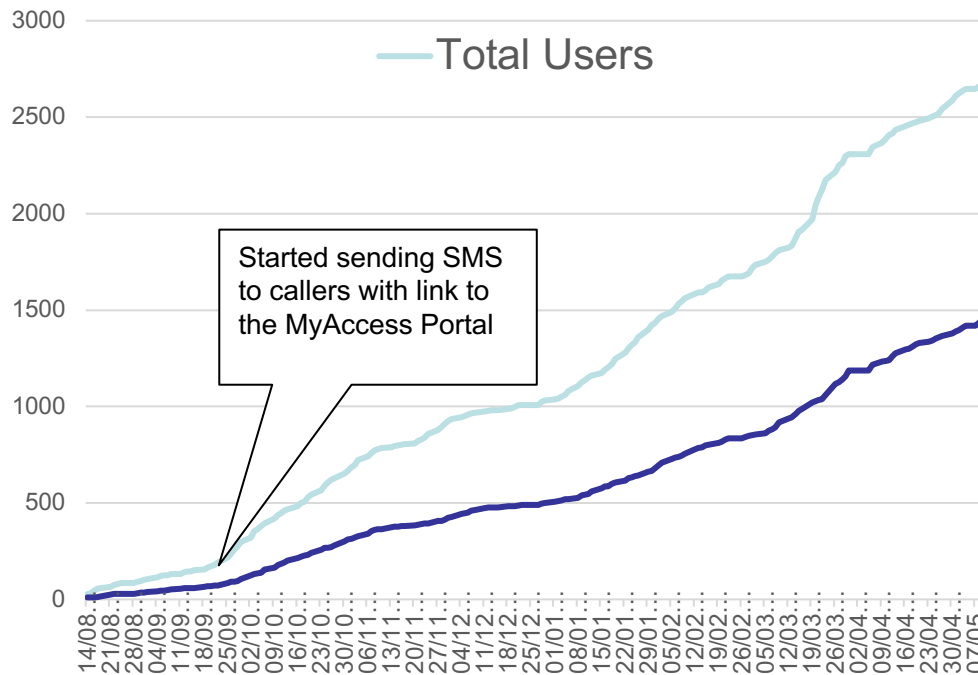
Side text box:
You can now access your details online at anytime. It's the quick and easy way to manage your Council Tax, Benefits and Business Rates. You can see your bills, make payments and tell us of any change in your circumstances.

To register go to: www.centralbedfordshire.gov.uk/myaccount

Using your online account is safe, secure and simple to use.

Transformation / Digital Pipeline

Blue Badge

School Transport

Land Searches

SCHH

Registration Services

Planning

Blue Badge

Licensing

Waste

Challenges

CSA Attrition

- Since April 2017 a total of 27 advisors have left to take on positions within CBC

- Equates to 52% of the overall workforce.

- On – going seeing approximately 2 leavers per month

- Positive that advisors are remaining with the council

- Challenge to recruit, replace and train to competent standards

Performance

Has been effected by the challenges of CSA attrition

Lead in time:

- Recruitment   -   8 weeks

- New recruits   -   Usually 1 month notice period is required

- Training   -   6 weeks for induction and low level services

- Multi skilled   -   6 - 18 months - complex services "Social Care"

Addressing the challenges

- Obtained permission to recruit to positions using only one VMP business case per year (cuts the recruitment time)

- Create a talent pool from recruitment campaigns

- Working on transformation to identify calls/tasks within the contact centre that add no value

- Make the best use of the IVR / Telephony system to divert calls to the correct person / department at first point of contact

- Automating services requests to allow customer to self serve as per the Revenue and Benefits example.

- Working with service areas analysing the root cause of service failure.