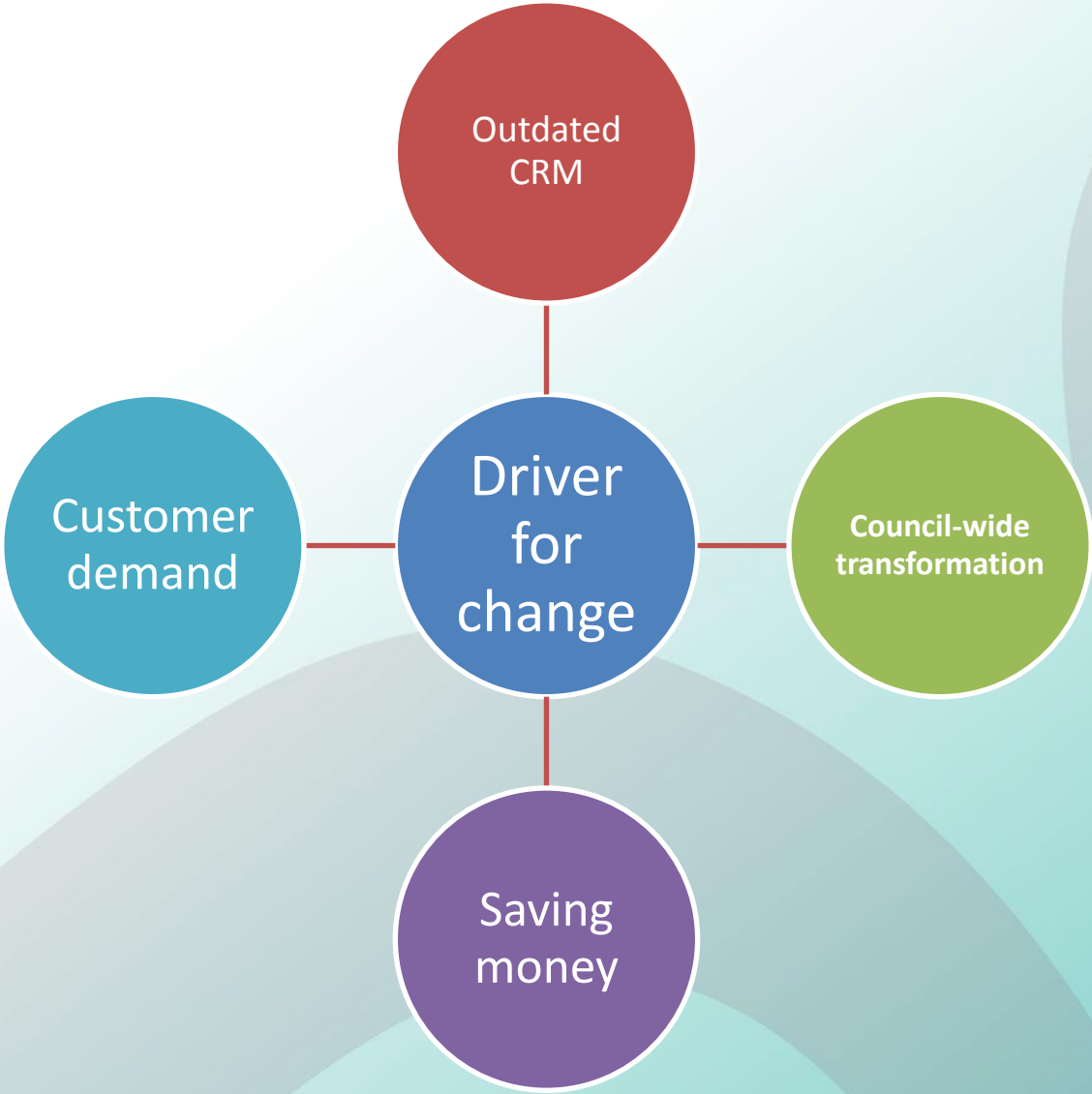




Channel Shift Driver for Change

Sarah Moore

Senior Project Manager



Out dated CRM

Driver for change

❖ Existing system
(Customer Relationship Management)

❖ No Contract



❖ “Support” - End March 2016



❖ Development on the system stopped
4 years ago



Council
wide
transform
ation

Driver
for
change

- ❖ City council continues to face significant financial challenges - £85m since 2010 a further £55m by 2020
- ❖ Existing IT CRM product is 'closed' across our organisation
- ❖ Cannot transform without a sophisticated IT product
- ❖ We need to rationalise systems & transform this council



Customer demand

Driver for change

- ❖ 727,906 Phone calls offered to CSL during 2014/15
- ❖ Visitors to Granby Street 98,751 , Merlyn Vaz 8065 , New Parks 17,983, Saffron 9160 – total 133,959 during 2014/15
- ❖ 7000 email per month
- ❖ Large % of these are simple transactions
 - I want to request a...bin...bus pass...application form
 - I want to report a...pot hole...fly tipping...housing repair
 - I want to book an...appointment...visit...inspection
- ❖ Simple, easy to process and repetitive transaction

Saving money

Driver for change

- ❖ Current costs of contact – Face to Face £6.79
Phone £2.12
Web visits £0.07
- ❖ £365,000 per month or £4.5m p.a
- ❖ Waste Management £188k, 86,650 calls, 649 F2F.
- ❖ Housing Repairs £280k, 132,072 calls
- ❖ Customer contact is a big expensive business at present

The Evolution of Customer Services and the Vision

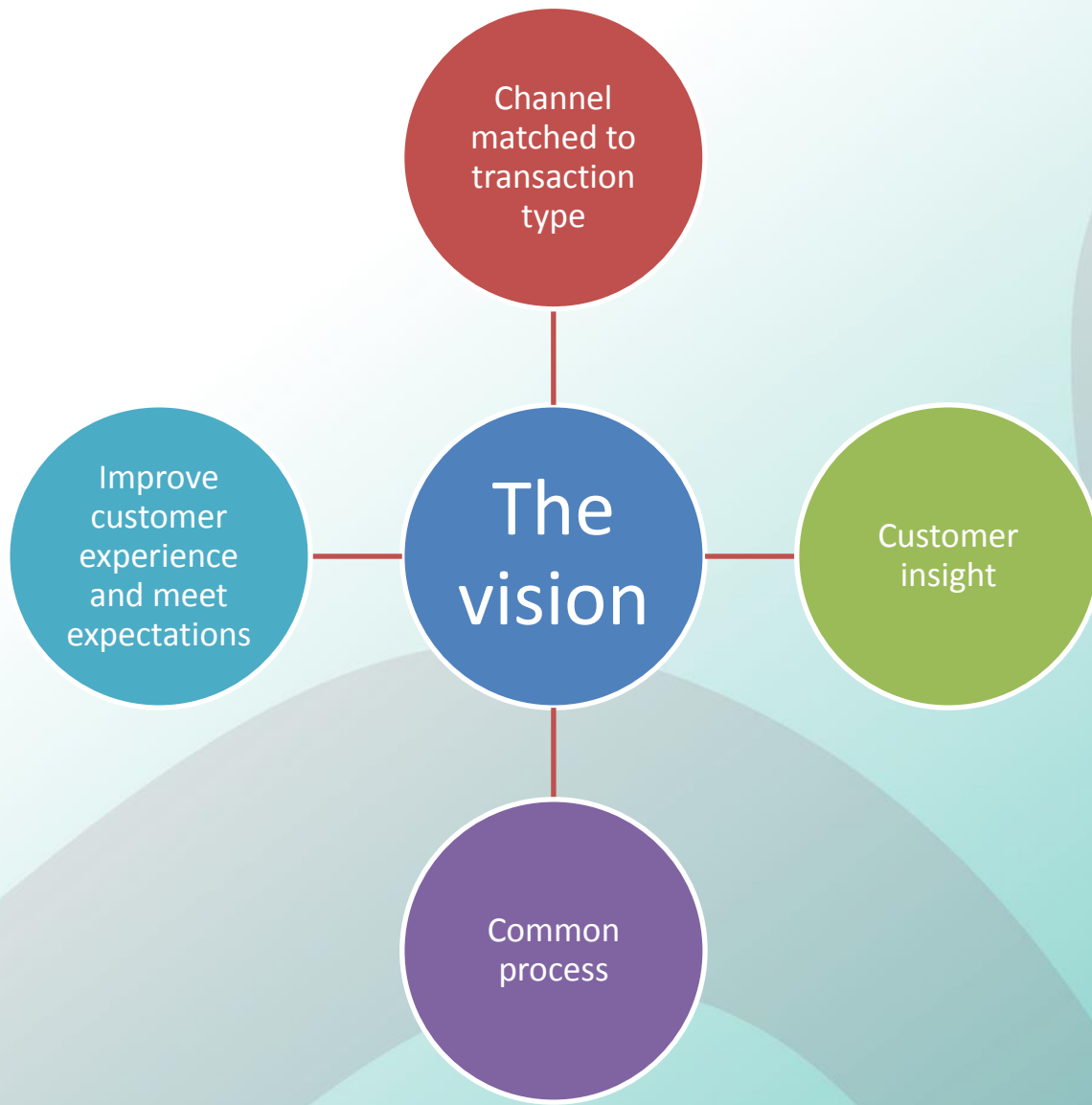


Tom Shardlow
Customer Contact Manager

THE Evolution OF Customer Service

Our customer expectations are changing... Leicester's customer engagement offer is 10 years behind the market and customer expectations.....





Channel
matched to
transaction
type

The
vision

- ❖ Self Service
- ❖ Contact migration
- ❖ Contact avoidance
- ❖ Front line staff focusing on those that need us
- ❖ Urgent contact prioritised

Common
process

The
vision

The
vision

- ❖ Common processes regardless of channel:
 - Phone
 - Web
 - Face to face
 - Mobile
- ❖ Rationalising of processes
 - Report it
 - Book it
 - Request it
- ❖ Automated and integrated

Improve customer experience and meet expectations

The vision

- ❖ 24/7 access to Council Services
- ❖ Reduced wait times
- ❖ Easy to use, intuitive processes
- ❖ Common feel and styling
- ❖ Increased responsiveness of service



Customer
insight

The
vision

- ❖ Solid reporting ability
- ❖ Useful customer insight
- ❖ Holistic view of customer contact
 - for the customer
 - for the authority
- ❖ Rationalisation of information silo's, back office databases and processes.

The Vision

- ❖ Transform the way that the Leicester City Council handles customer contact in order to save money
- ❖ To allow our citizens to feel like we run a council that works for them

Integrations

❖ Current Process

- Fragmental uses unnecessary resources – Human, time ☹️
- Customer experience

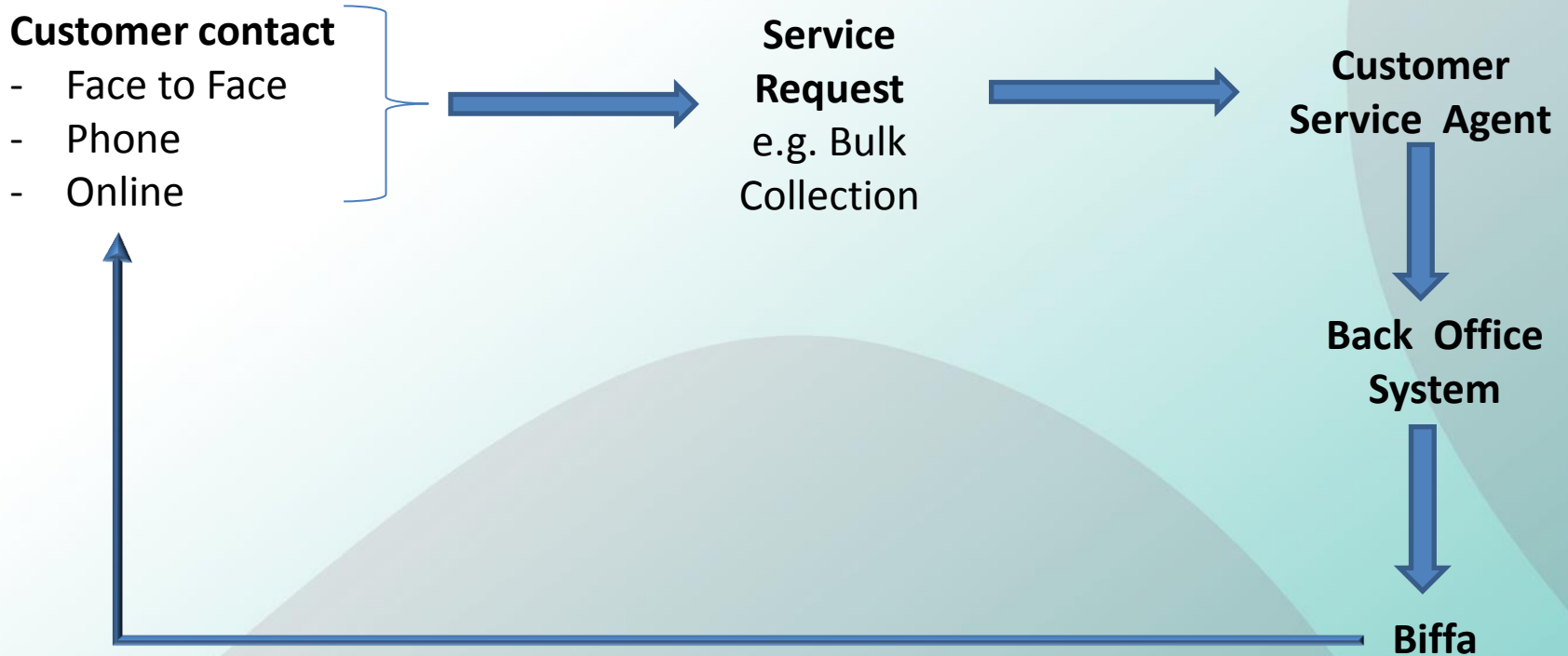
❖ Fully integrated System

- Cuts out the middle process

❖ Future Process ☺️

- Seamless
- Better for Business
- Better for customer

Example of Waste Current process



Waste direct integration

