

# **Welcome to the My Council Services Webinar**

**We will begin at 1230**



Transforming Organisations

*Drive channel shift and enable  
transformation with My Council Services  
My Account Portal, eForms and CRM  
platform*

Webinar

2nd July 2019

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Abavus Ltd.

[www.abavus.co.uk](http://www.abavus.co.uk)



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# Frequently Asked Questions

- Is this session being recorded?
  - Yes
- Can I get a copy of the slides? Can I see the case study you reference?
  - Yes, we'll email a PDF copy to you after the session has ended.
- Can we arrange a re-run for colleagues?
  - Yes, just ask us.
- How can I ask questions?
  - Your line will be muted to reduce background noise
  - Please use the chat facility in GTM – Direct questions to [Rachel Clinton](#) or Everyone (if we run out of time we will follow up with you afterwards)



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# Agenda

- Background to the current challenge in Local Government
- Introduction & background to My Council Services
- Local Authorities already using the platform
- Demonstration
- Question & Answer



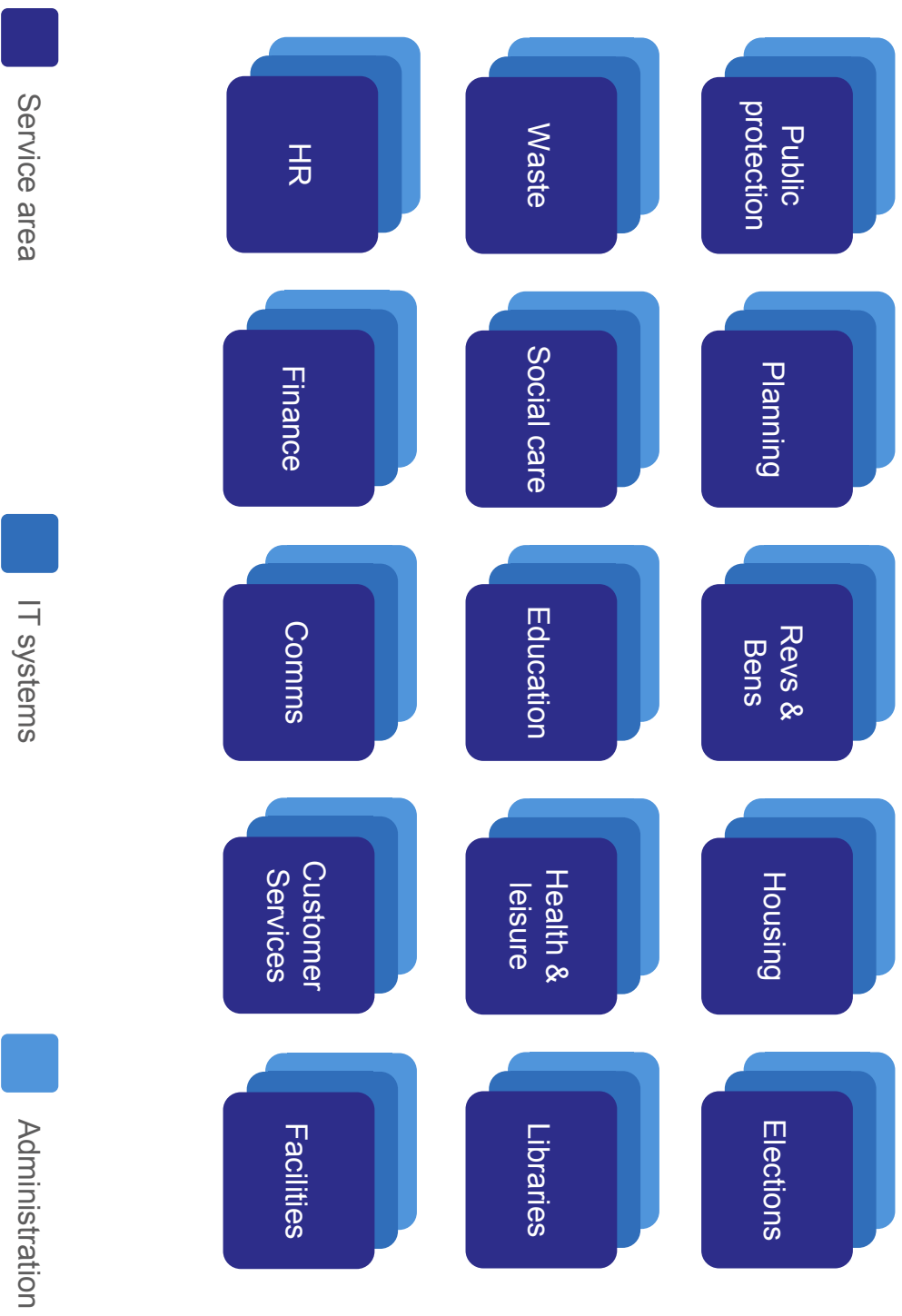
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# Contemporary Challenges to Public Service Delivery

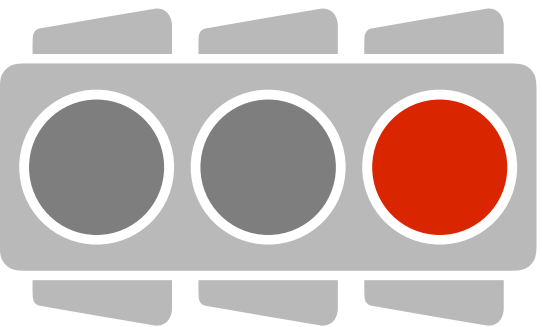
...still...

- Shrinking budgets (cashable savings)
- Reducing resources (people & assets)
- Shifting customer expectations
  - Immediate responses
  - Expectations of quality & choice
- New unmediated & unstructured channels
  - Self service channels
  - Diverse range of social media platforms

# Typical local government structure

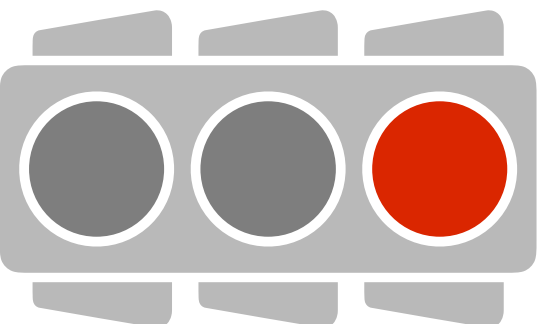


# What are the issues with this approach?



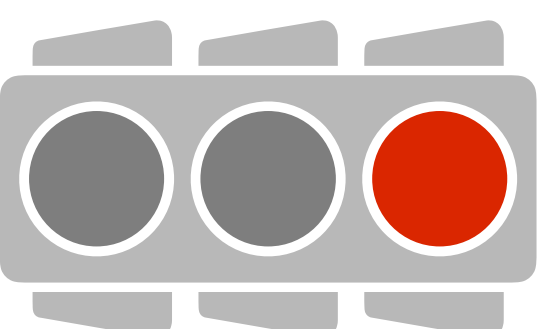
**High cost of ownership and duplicate administration**

Double keying information, replicating and maintaining data from one system to another will ensure you have a high cost of ownership.



**Fragmented data and systems**

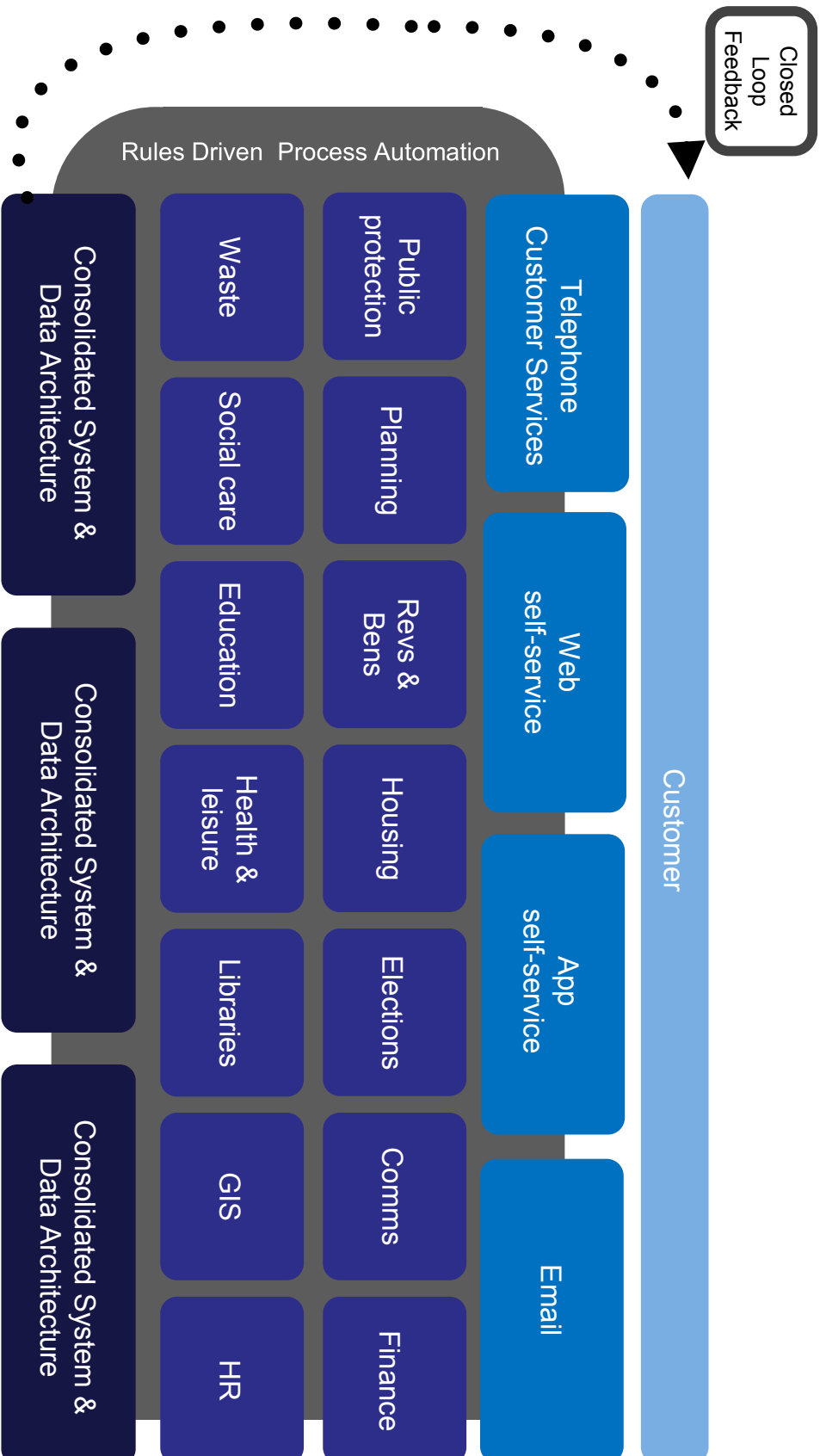
Holding data in some systems and not sharing this information with other systems will ensure departments and fragmented view of the customer.



**Diverged Procedures & Multiple integrations**

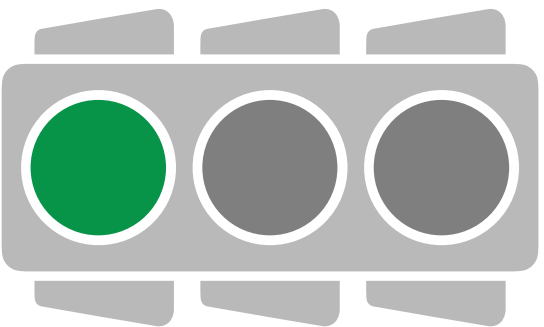
Different systems will mean different teams have different approaches to processes. This will create layers of bureaucracy and inefficiency.

# Contemporary local government structure



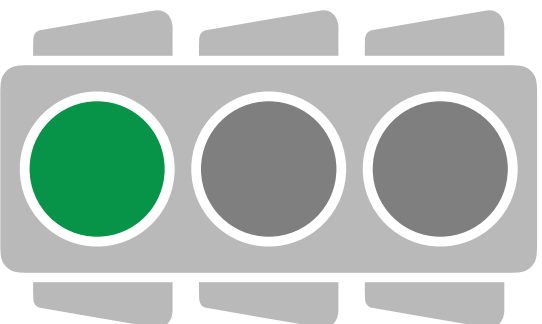


# What are the positives with this approach?



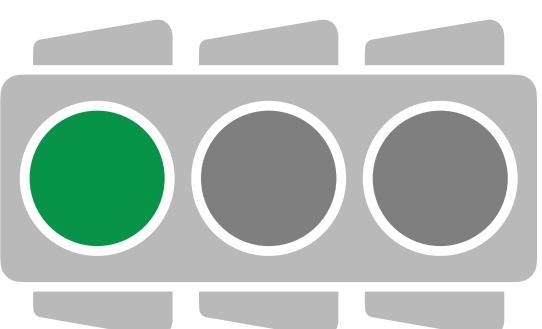
## Unified support processes

Having the same platform means that teams can have the same process which ensures unified and consistent output.



## Unified data & lower cost of ownership

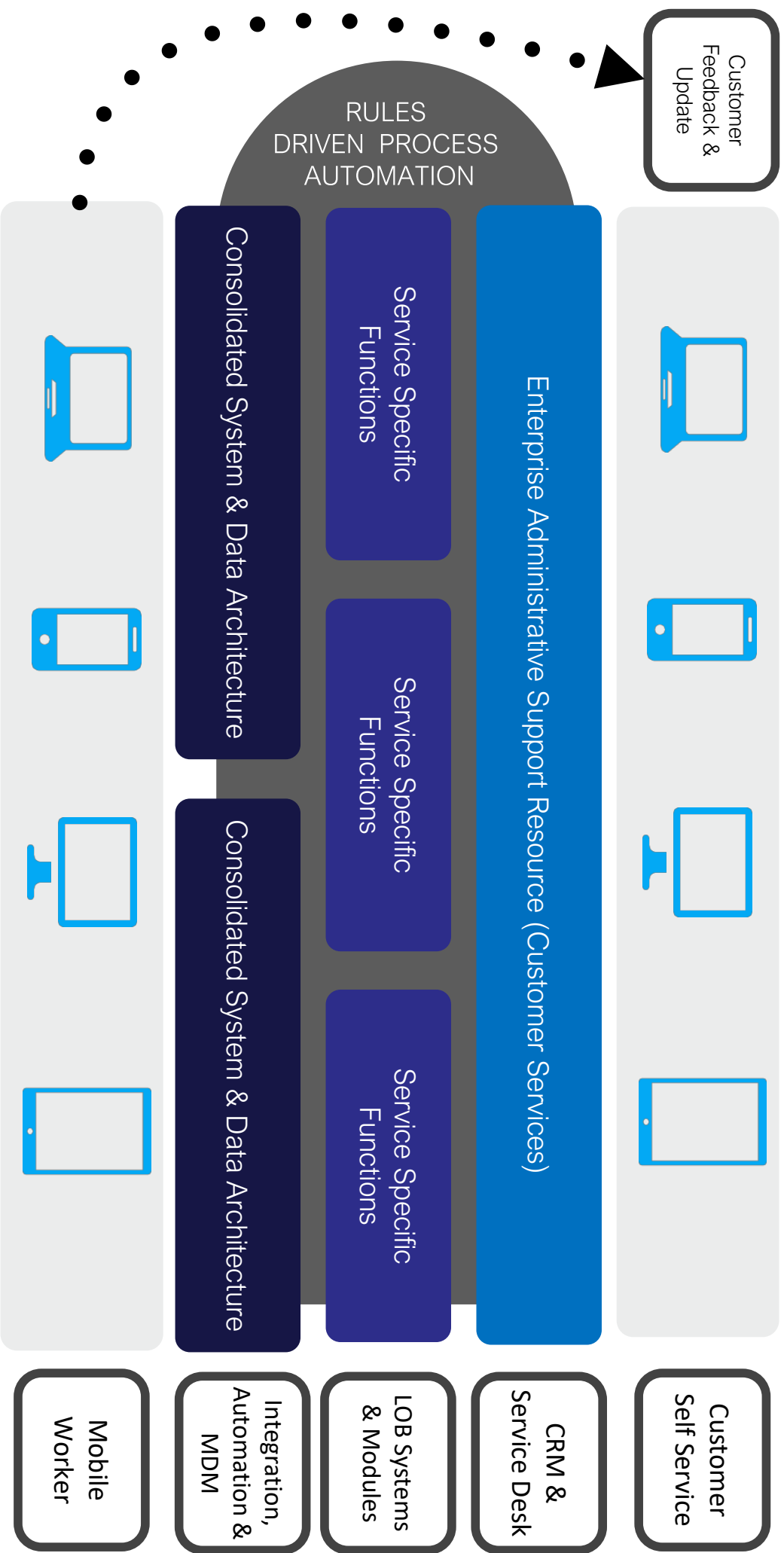
Having a central location for customer and transactional data ensures the whole organisation can benefit from this clean, consistent and consolidated view.



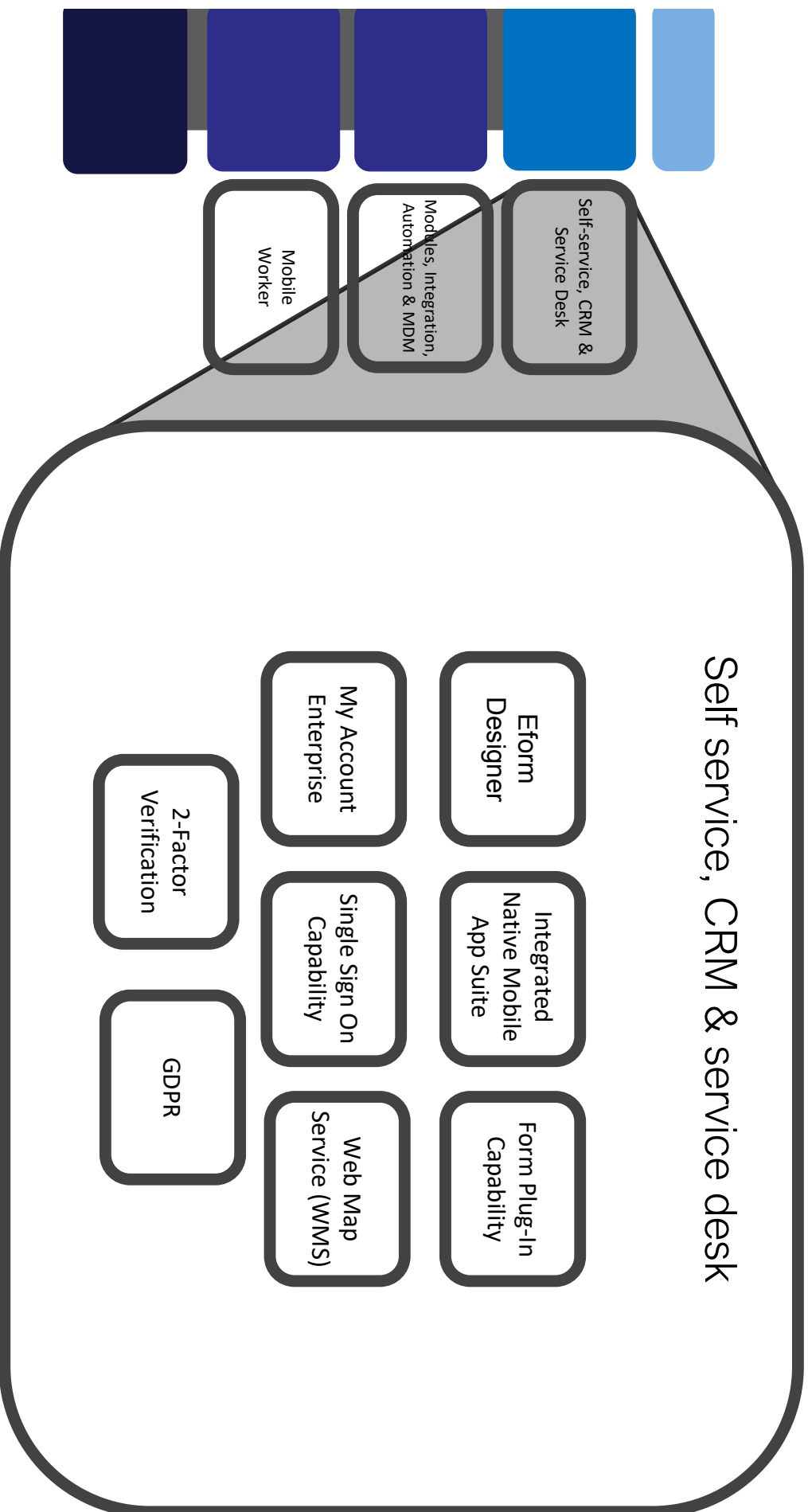
## Access to specialist skills as required

The ability to escalate issues to back office teams and converse via notes.

# How does My Council Services fit with the Local Authority operational model?

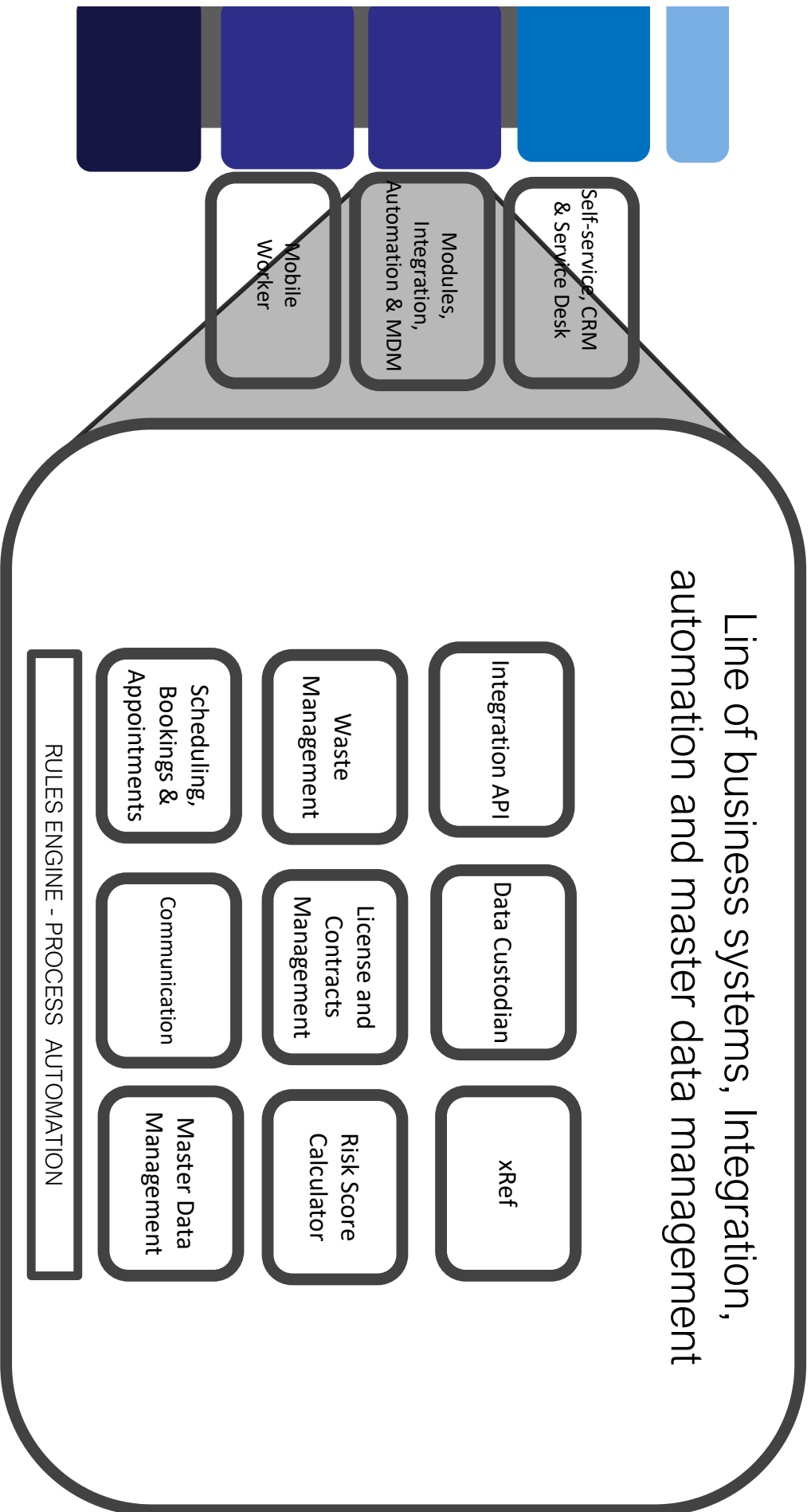


# Components of Self Service & CRM



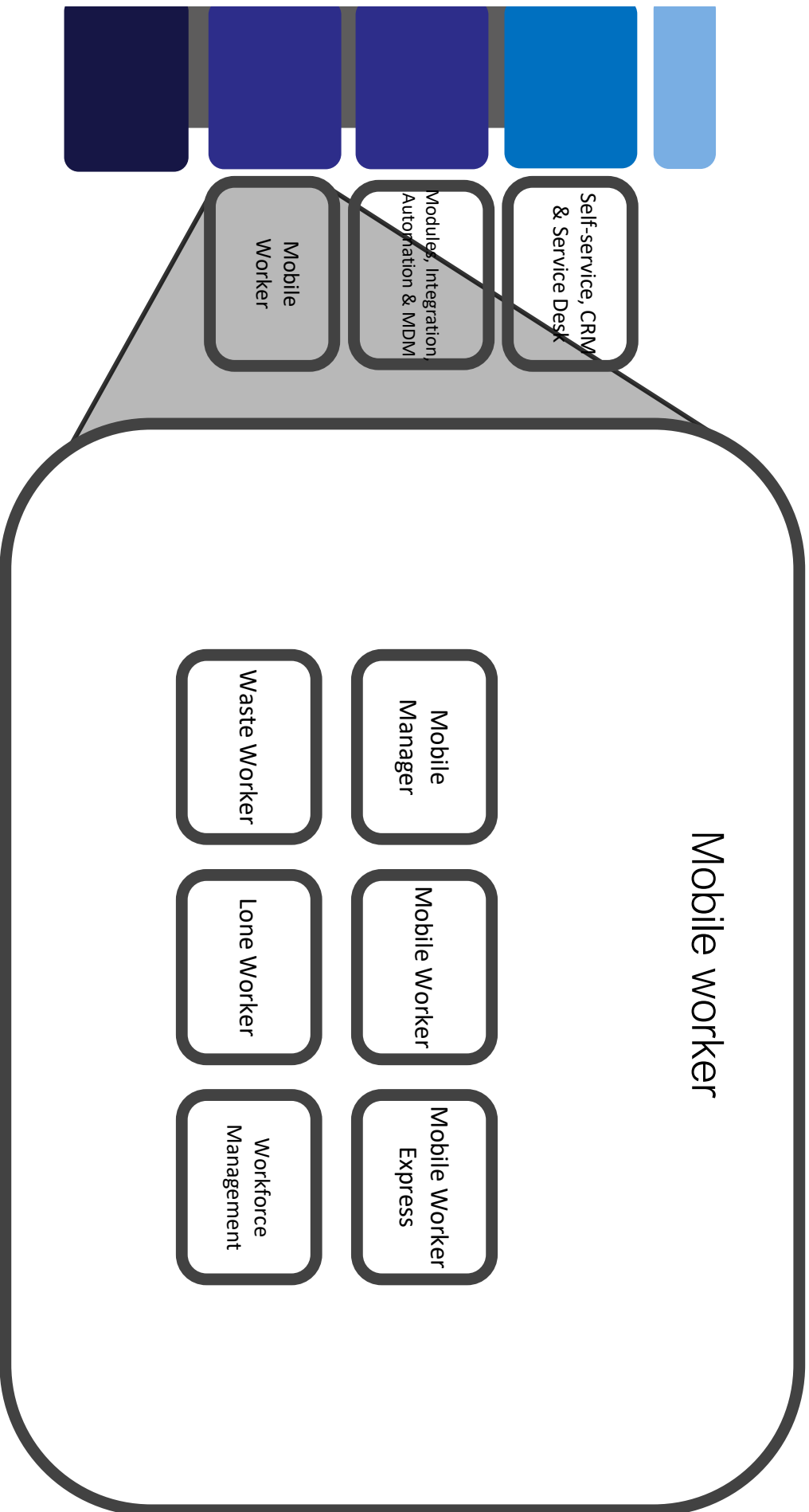
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# Components of Line of Business, Integration, Automation and Master Data Management



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# Components of Mobile Working



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# Our response to UK Local Authority transformation



## Self service

Every service should be online with a focus to allow the customer to complete the end to end process themselves – where this is appropriate



## Automation

Create rules that manage workflow and outcomes – where it makes sense to do so



## Cost effective

Reducing the financial burden on authorities to release resources into other depleted areas



## Scalable

A module for every service area all on one platform



# 1,000,000+

Over 1 million users are successfully using the platform for self service with automation.

# A Selection of My Council Services Clients...

- **Allerdale Borough Council (Full MCS Suite)**
- **Belfast City Council (Customer Digital Access, integration to in house developed CRM)**
- **Blackburn with Darwen Council (Customer Digital Access)**
- **Bournemouth Borough Council (Customer Digital Access integration to Lagan CRM)**
- **Boston Borough Council (Customer Digital Access)**
- **Cannock Chase District Council (Customer Digital Access)**
- **Doncaster Metropolitan Borough Council (Customer Digital Access, integration to Lagan CRM)**
- **Flintshire County Council (Customer Digital Access, integration to Java based CRM)**
- **Glasgow City Council (Customer Digital Access, integration to Remedy CRM)**
- **Mid Kent Improvement Partnerships (Maidstone, Swale & Tunbridge Wells)**
- **New forest District Council (Customer Digital Access, integration into in house Microsoft SQL based CRM, Leisure App)**
- **Plymouth City Council (Customer Digital Access)**
- **Royal Borough of Kensington & Chelsea (Customer Digital Access, Mobile Worker, Case Management)**
- **St Helen's Metropolitan Borough Council (integration into Lotus Notes based CRM)**
- **Southend Borough Council (Lagan CRM)**
- **Stafford Borough Council (Mobile Worker, Customer Digital Access, integration to Lagan)**
- **Test Valley Borough Council (Customer Digital Access)**
- **Thanet district Council (Customer Digital Access)**
- **Torfaen County Borough Council (Customer Digital Access, CRM, Mobile Worker)**
- **Vale of Glamorgan Council (Customer Digital Access)**
- **Wiltshire Council (Customer Digital Access, CRM, Case Management, Mobile Worker) integration into Mayrise & Exor line of business applications)**
- **Winchester City Council (Customer Digital Access)**



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# Demonstration...



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# Advice to get started...

- MCS can be implemented incrementally
  - consider letting us help you with a business case to set up an aspect of the platform
- Start with some tactical wins and plan for the mid to longer term strategic goals
  - Risk & investment can be minimised and value can be delivered in phases
  - Plan for the long term
  - Aim towards 'end to end' digital services
- My Council Services is 'Open'
  - It can be integrated with other third party systems & applications
  - Or it can be the primary digital platform
- Technology is only part of the solution
  - Make sure you educate customer services & frontline staff on the plan and what capabilities you are enabling through self service
  - Take the opportunity to redesign and simplify processes as you move them to end to end digital platforms



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# Thank you for joining today's webinar

- Slides will be available for download
- A recording of today's session will be available
- Feel free to contact us with questions or if you would like to arrange a separate session for your colleagues
  - Call 0208 530 2505
  - Email [info@abavus.co.uk](mailto:info@abavus.co.uk)
  - Twitter @AbavusLtd



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