

Welcome to the My Council Services Webinar

We will begin at 1030

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

Webinar

28th July 2020

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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)

Agenda

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

Contemporary Challenges to Public Service Delivery

...never a dull moment...

- From 2020...
 - Need to plan for social distancing measures & public health considerations
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- From 2007...
 - Need to deliver cashable savings
 - Reducing resources (people & assets)
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- From 2005...
- Shifting customer expectations toward digital access
 - Immediate responses
 - Expectations of quality & channel choice
- New unmediated & unstructured channels
 - Self service channels
 - Advent of social media platforms

Typical local government structure

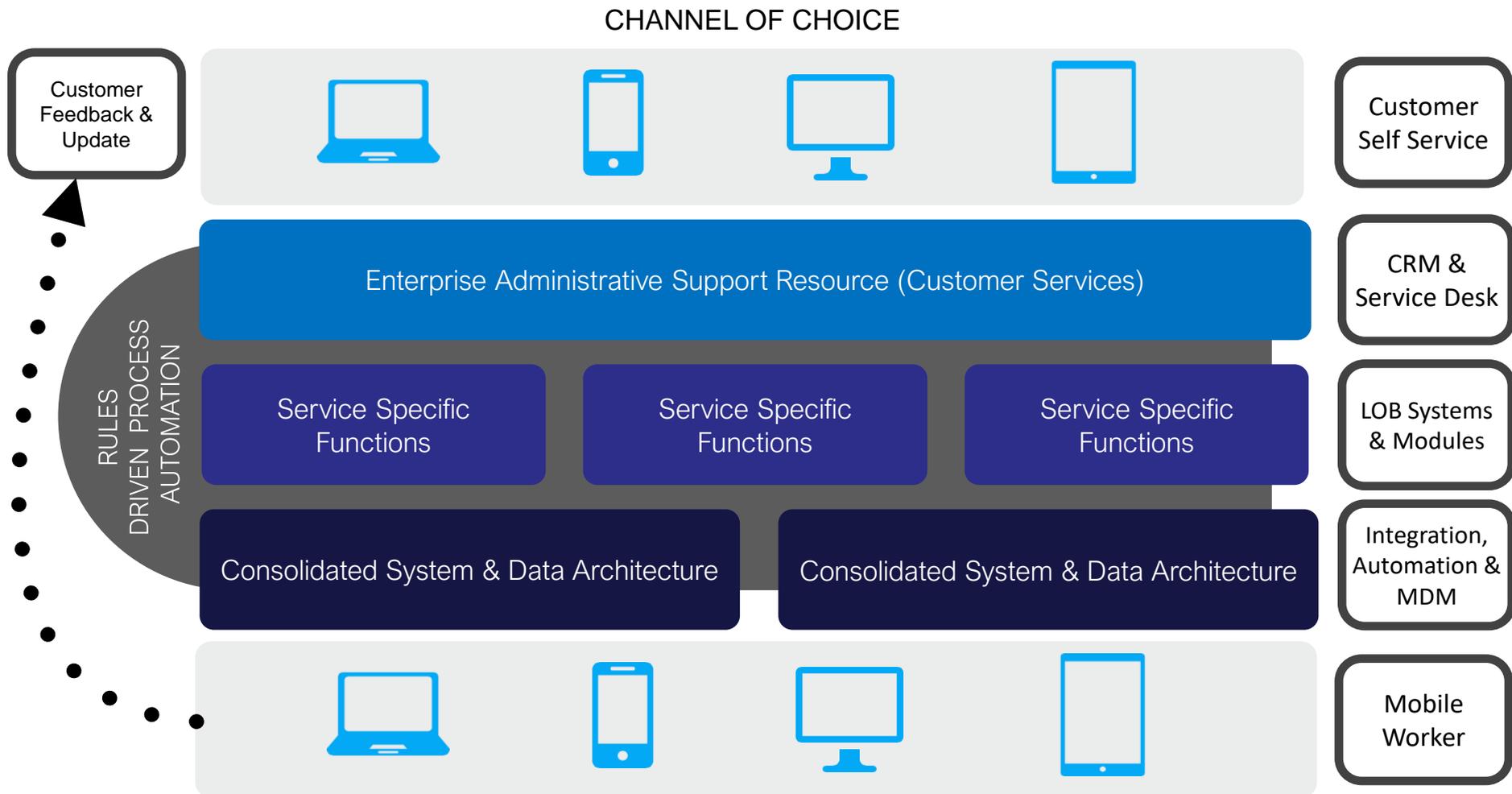


 Service area

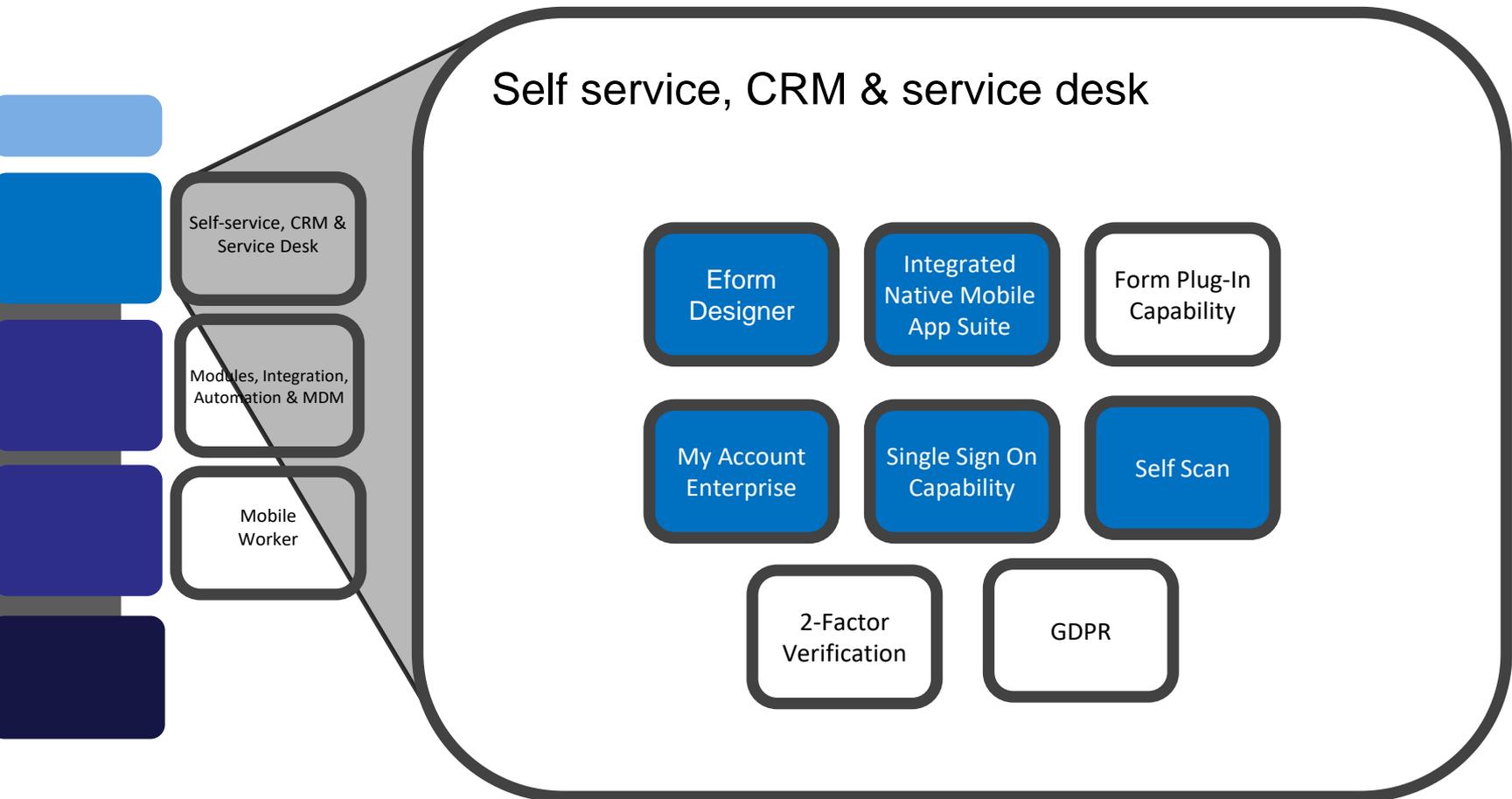
 IT systems

 Administration

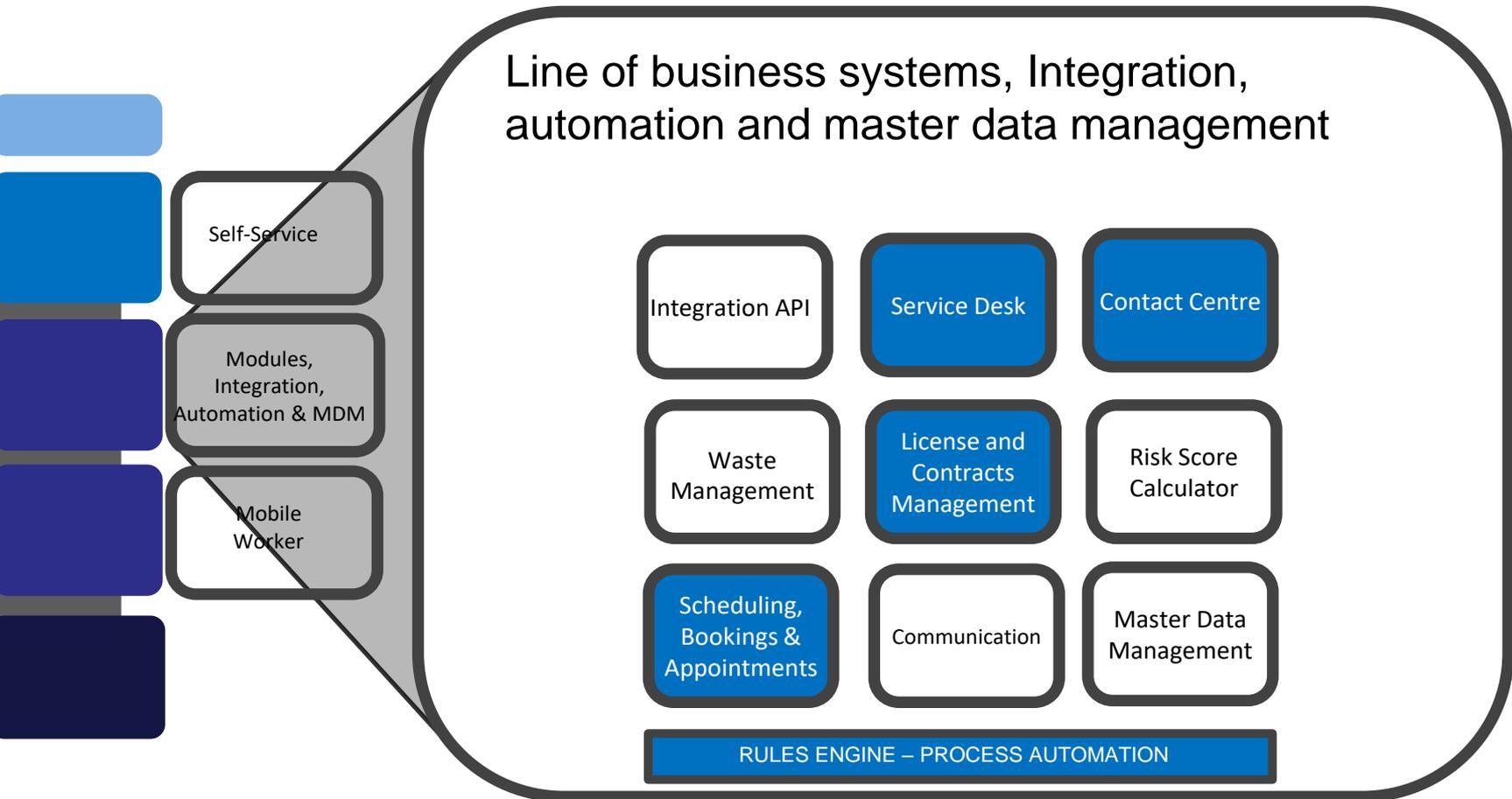
How does My Council Services fit with the contemporary Local Authority operational model?



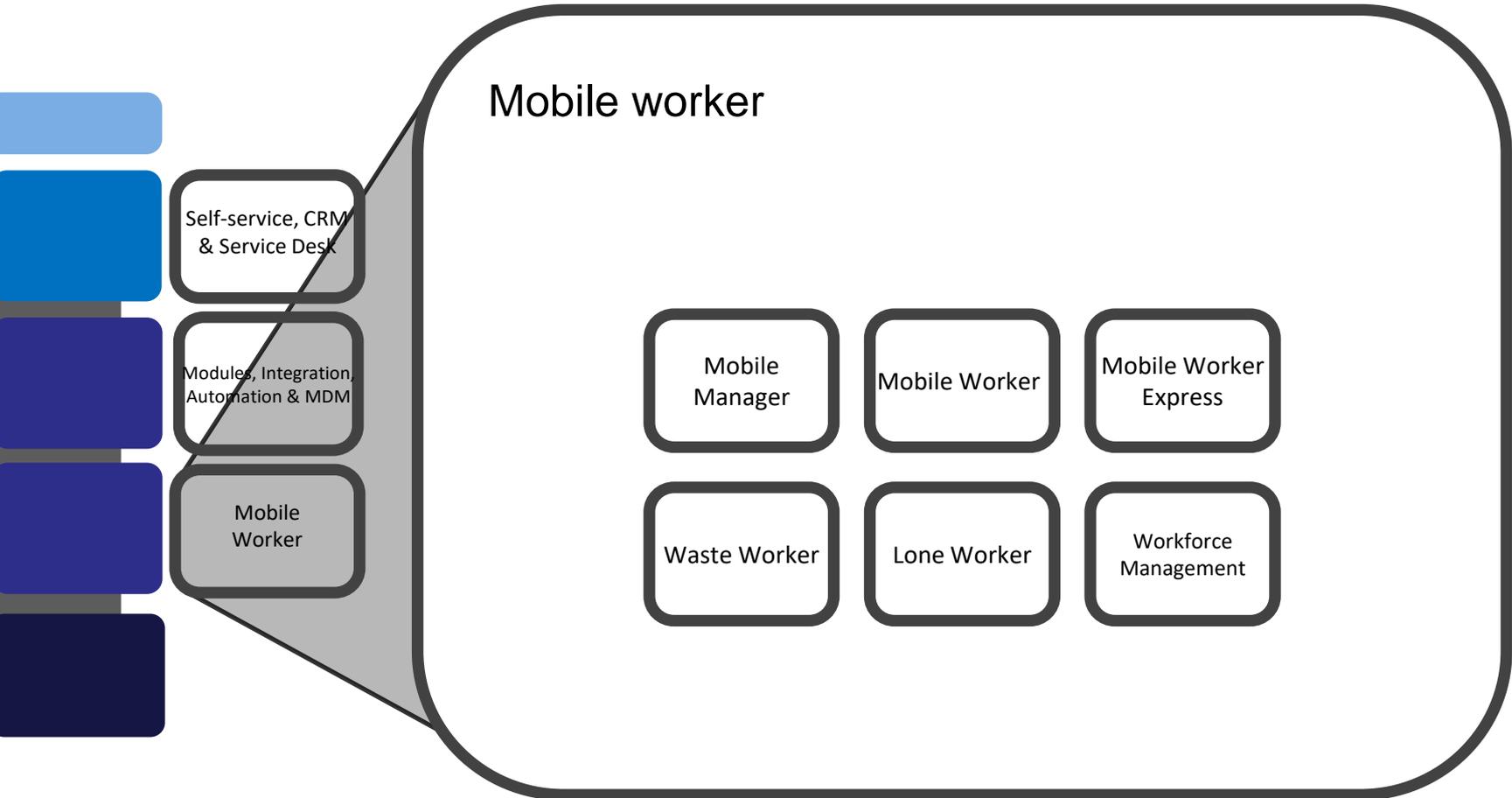
Components of Self Service & CRM



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



Components of Mobile Working



25 recent examples of My Council Services implementations...

- **Allerdale Borough Council** (Full MCS Suite)
- **Anglesey County Borough Council** (Full MCS Suite)
- **Ashford Borough Council** (Full MCS Suite)
- **Blackburn with Darwen Council** (App Suite)
- **Blaenau Gwent County Borough Council** (Full MCS Suite)
- **Boston Borough Council** (Customer Portal & e-forms)
- **Caerphilly County Borough Council** (Full MCS Suite)
- **Cannock Chase District Council** (Customer Portal)
- **Epsom & Ewell Borough Council** (Full MCS Suite)
- **Flintshire County Council** (Customer Portal, integration to Java based CRM)
- **Glasgow City Council** (Customer Portal, integration to Remedy CRM)
- **London Borough Harrow** (Service Desk & Mobile Worker)
- **Maidstone Borough Council** (Service Desk & Mobile Worker)
- **Monmouthshire County Borough Council** (Full MCS Suite)
- **Newport City Council** (Full MCS Suite)
- **St Helen's Metropolitan Borough Council** (Customer Portal)
- **Somerset Waste Partnership** (E forms, Service Desk & Waste module)
- **Southend Borough Council** (Full MCS Suite)
- **Stafford Borough Council** (Mobile Worker, Customer Digital Access, integration to Lagan)
- **Swale Borough Council** (Customer Portal & Contact Centre)
- **Test Valley Borough Council** (Customer Portal & Contact Centre)
- **Thanet district Council** (Customer Portal)
- **Torfaen County Borough Council** (Full MCS Suite)
- **Vale of Glamorgan Council** (Customer Portal)
- **Wiltshire Council** (Customer Portal, CRM, Case Management, Mobile Worker) integration into Mayrise & Exor line of business applications)
- **Winchester City Council** (Customer Portal)

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



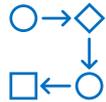
1,000,000+

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

Demonstration...

Advice to get started...the keys to successful transformation?

Recommendations



Service area adoption & analysis

Evaluate & rank service areas re: appetite to adopt (more) digital processes. Implement in increments.

Select quick win application and publicise recent successful examples

Use analytics to measure results and build the business case. (MCS offers interfaces to enterprise Business Intelligence platforms such as Power BI).



System integrations

Build an inventory of potential integration targets i.e. which systems

Rank and prioritize based on potential business value vs. complexity / expense

Only execute on those that present a viable and strong business case

MCS offers a comprehensive API supporting integration



Develop more end to end processes

Identify processes that can be made digital from start to finish. Map the process and document it.

Automate where possible and where appropriate

Utilise My Council Services technology components & modules to build complete processes and to add flexibility

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
 - Twitter @AbavusLtd