



Key objectives of the My Council Services implementation at Ashford Borough Council

Further move towards customer self-service

"We had a previous app that enabled customers to report issues however it didn't enable them to track progress once an issue had been reported and didn't offer the level of automation and workflow management that we wanted. The officer had to see what the issue was and then forward it onto a contractor who might then forward it to a partner or a subcontractor. All that work would have to be managed and then reported back to the customer manually."

Ben Robinson, Customer Service and Digital Project Manager, Ashford Borough Council

Build a system that worked for both customers and staff

"We wanted to make things easier for customers so that they would trust and use the new system, but we also wanted to make sure that it made things easier for our staff as well, so that they wouldn't get bogged down by mundane admin tasks but could actually do the job they were hired to do."

Creating efficiencies

"The key driver behind this project was really to create efficiency so that staff are better able to do their jobs. We're finding as we look at our processes that there are many areas where things aren't operating as efficiently as they could be, there's duplication of effort or redundancy built into the process, so our aim with this project was really to see how technology could help us address those issues and get our staff working more efficiently."

Meet customers' expectations

"Channel shift has changed. Whereas it used to be about pushing people to interact with councils online as a cost saving measure, it's now about delivering services digitally because that's what customers expect and want. The rules have changed and now the majority of people are looking to contact us through digital means whenever possible. They prefer that rather than talking to a person. We know that people want to use our website and contact us via digital channels."

Benefits to Ashford Borough Council

The flexibility of a modular and bespoke system

"One of the things I personally liked about Abavus, particularly when compared to some of the other companies that we looked at, was that the Abavus team were open to working on the additional things we needed and were able to adapt the system to our requirements. With some of the other suppliers it was much more a case of "You get what you're given" but with Abavus there was that flexibility and ability to customise."

Quick implementation

"The implementation of the modules and the systems was relatively quick. We are picking things up as we go along, and the system is relatively easy to use so we're able to pick things up and run with them ourselves."

Responsive support and collaborative working with Abavus

"Whenever we get to a bit where we need help, Abavus have been available to help us out or to walk us through something. We were able to get the project up and running and see some wins really quickly too. The implementation project was delivered in a short period of time."

"When we put forward suggestions Abavus are honest with us about what can be achieved at the moment and what can be developed as a future change."

More flexibility when making changes to the system

"We're finding that this system gives us much more of a free reign internally. It's easy to use and customisable so we're able to configure it the way we want it and deploy it for new processes without necessarily being reliant on IT developers to do that work for us."

Able to respond to customers' ideas

"Customers have really engaged with the app, and when they've made suggestions about things that they'd like to see we've been able to make those changes quite quickly, add new features into the app and go back to the customers to let them know that we've implemented their ideas."

Ability to deploy the system for new applications quickly and easily

"As we get to know the system better, we're thinking of more things that we could be using it for. For example, I was having a conversation with the guy who does our insurance claims and was able to show him the whole platform and how it might be used to make his processes quicker and more efficient."

Move towards an enterprise-wide system

"We've got to the point where we can really see the power of what the system can do, so we're able to start moving away from some of our legacy systems without any trepidation. Services that were previously using spreadsheets to monitor work are now able to use the whole platform to suit their needs and improve processes."

Next steps for Ashford Borough Council and Abavus

The plan in the longer term is to bring more and more services onto the platform so that My Council Services can be utilised as the de facto digital platform across the whole of the Council's operation.

About Abavus Ltd and My Council Services

Abavus is a partner to iTouch Vision and the exclusive certified partner for My Council Services. Over the last five years Abavus has delivered operational consultancy alongside accredited training and development to UK public sector organisations. During that time Abavus has also been involved with the implementation and setup of IT platforms.

iTouch Vision is a leading innovator in the development of technology applications focused on increasing efficiency and improving the customer experience for both public sector and commercial organisations.

My Council Services is the flagship of its current development activity.



myCouncilservices



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