

Welcome to the My Council Services for Digital Customer Self Service

We will begin at 1330

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

8th December 2020
Berni Simmons & Jacqui Smith
Abavus Ltd.

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 GTW – Direct questions to **Jacqui Smith** 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

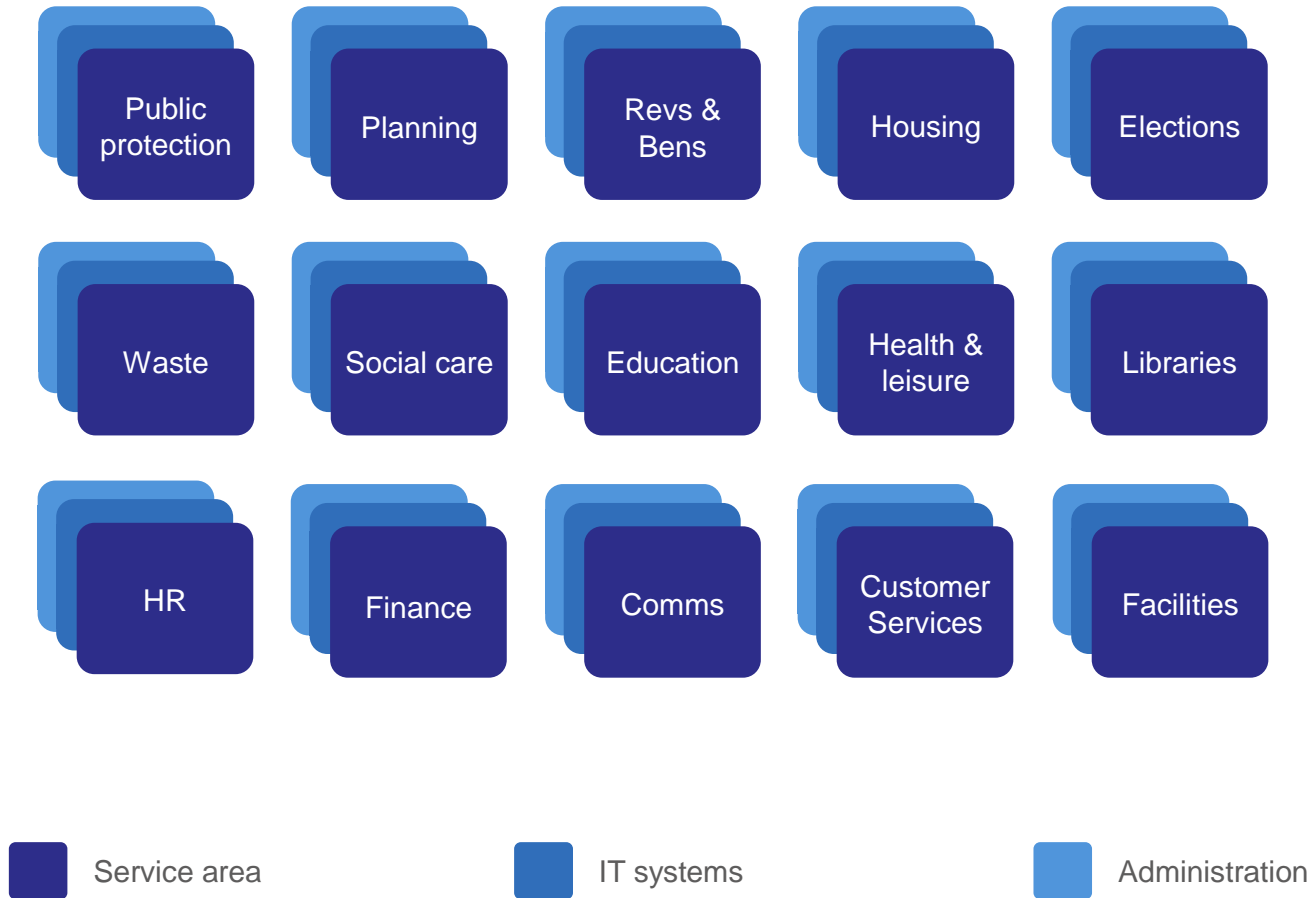
...never a dull moment...

- From 2020...
 - Need to plan for social distancing measures & public health considerations
-

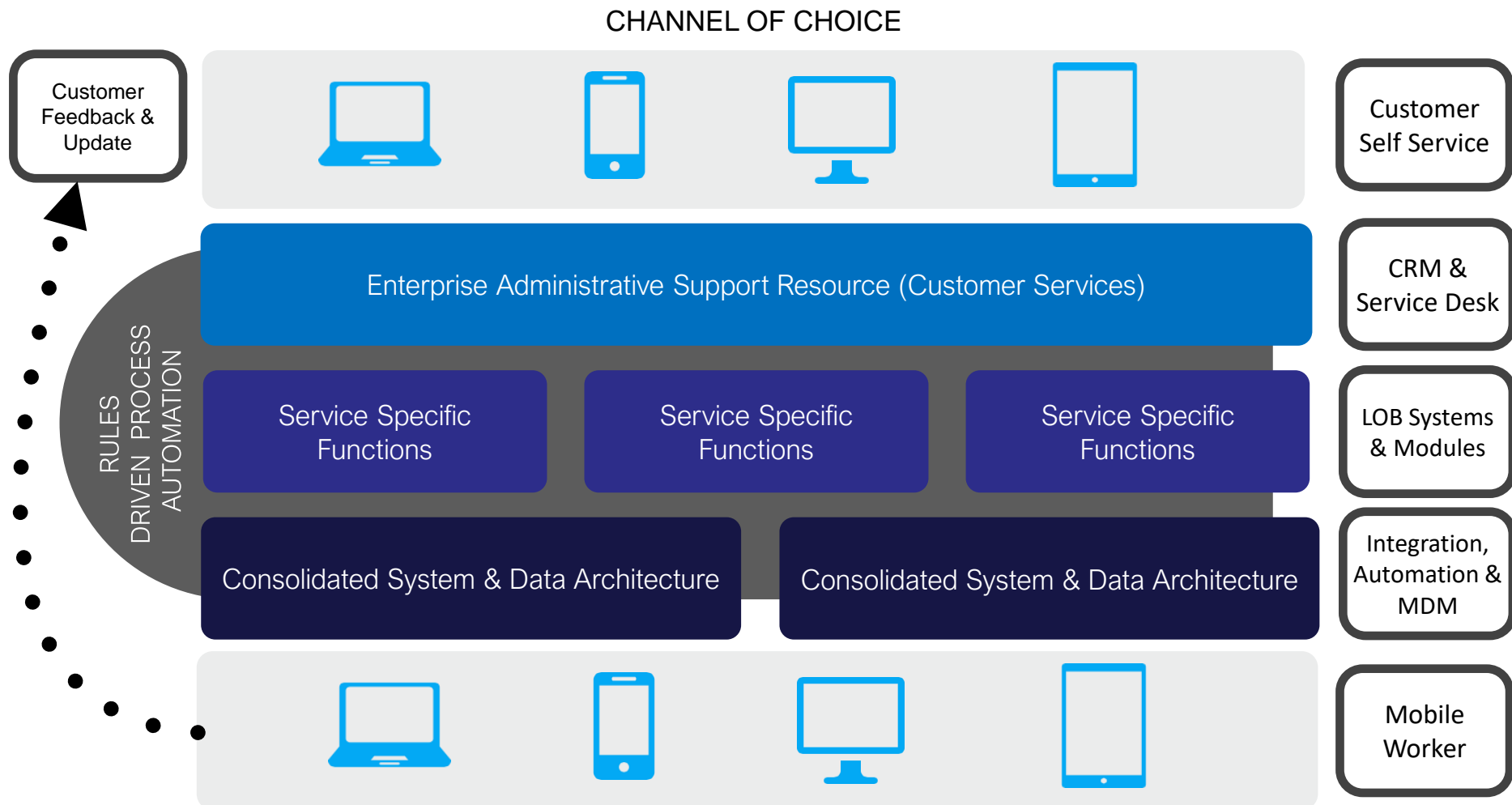
- From 2007...
 - Need to deliver cashable savings
 - Reducing resources (people & assets)
-

- 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

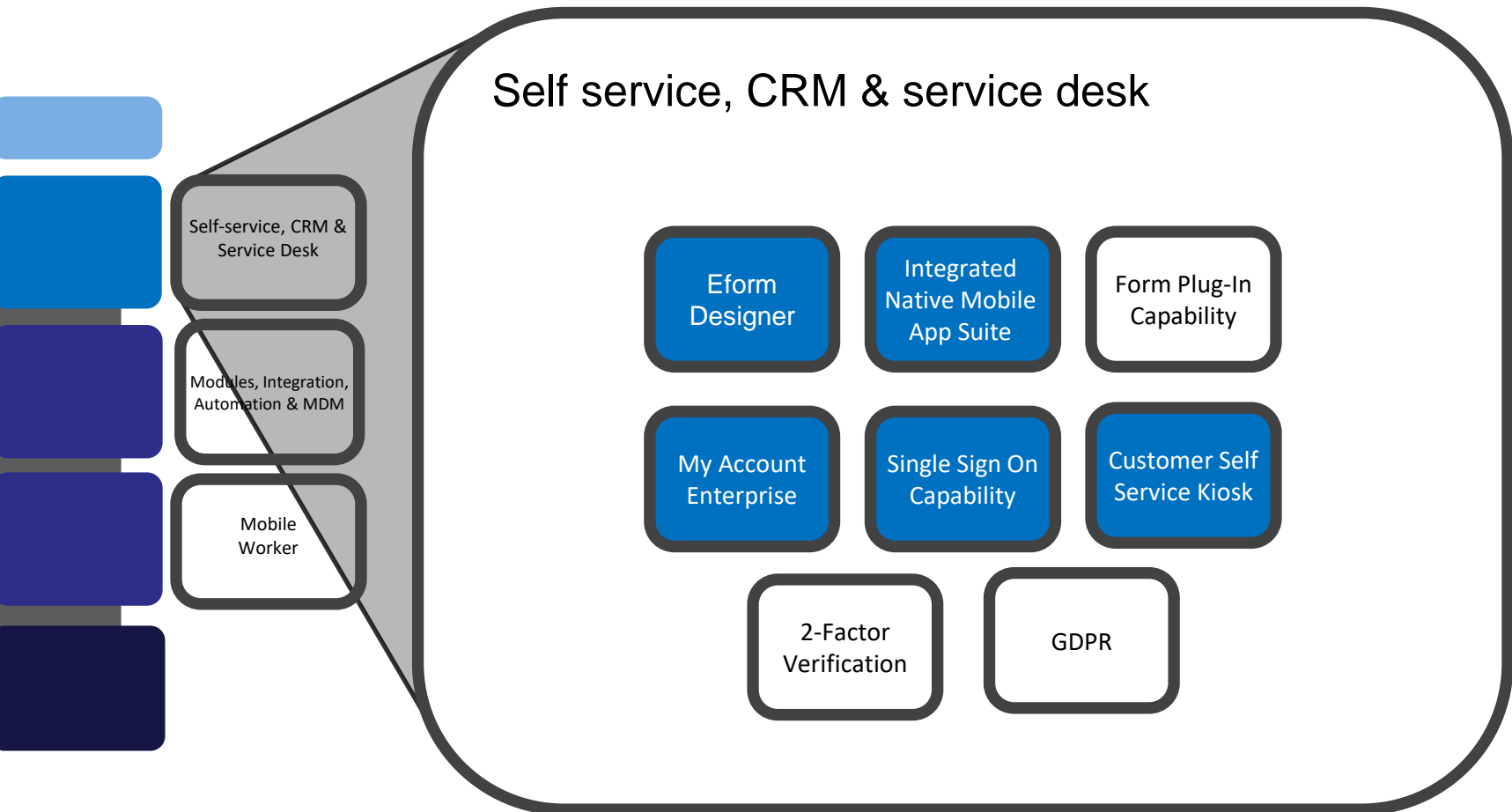
Typical local government structure



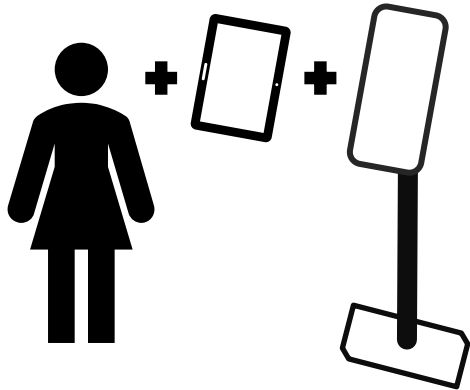
How does My Council Services fit with the contemporary Local Authority operational model?



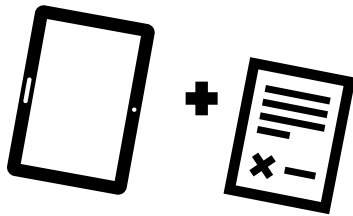
Components of Self Service & CRM



Introducing - Customer Self Service Kiosk



- Secure & robust tablet stand, installed at council premises e.g. foyer or drop in location
- Completely standard Android or iOS tablet with My Council Services app installed
- Trained personnel on hand to assist customers if required
- Access to all the digital processes and transactions that you choose to make available

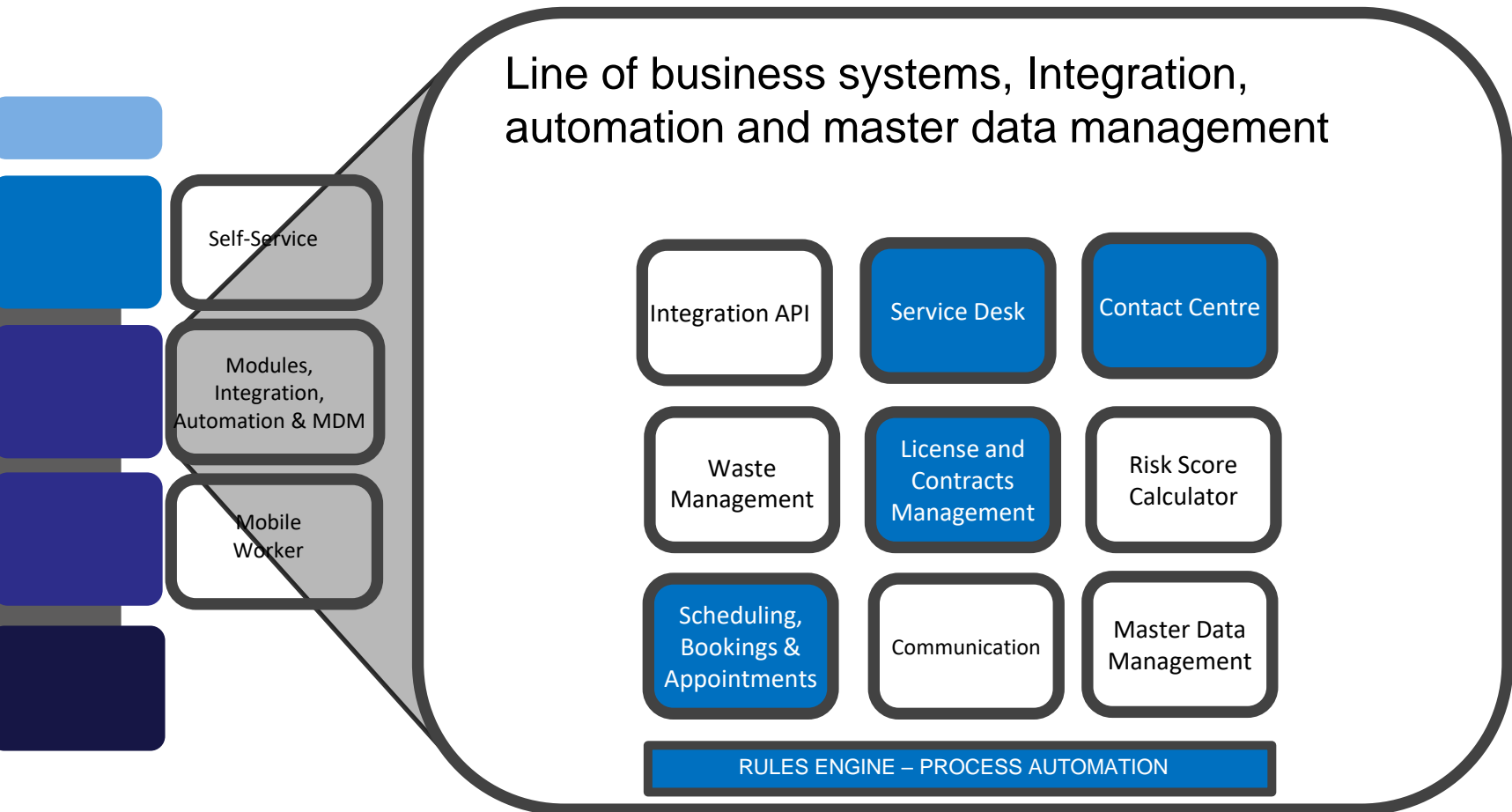


- Use the tablet's hi definition camera to enable secure 'scanning' of any required documents or evidence needed as part of a transaction
- Allows for on the spot document verification e.g. for identification or anti fraud measures
- Customer barcode scanner to quickly populate existing customer information that is held by the council

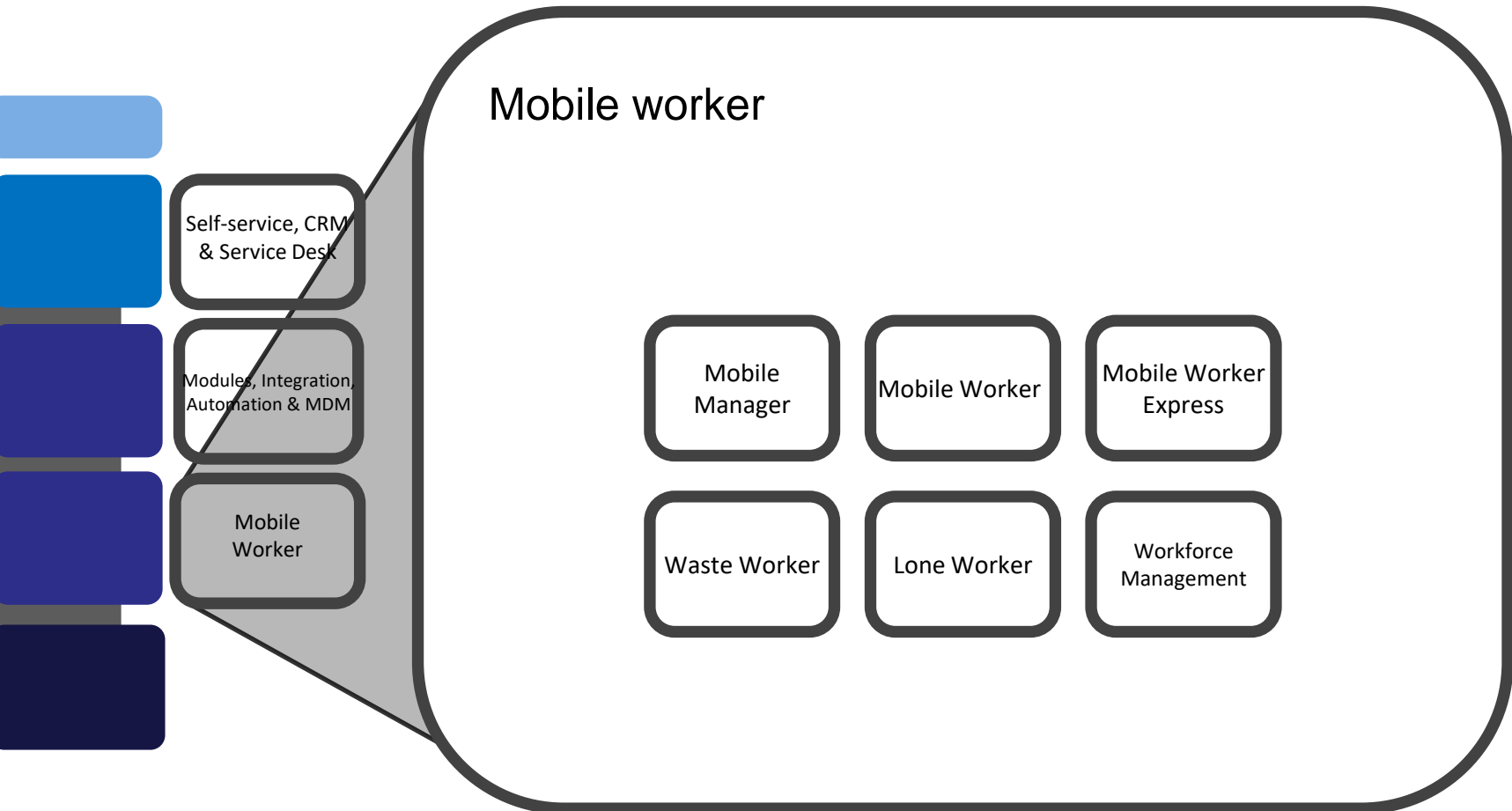
Why Use Customer Self Service Kiosk?

- A great access point for users who are new to digital processes and interaction – hybrid service option
- It allows for assisted transactions without compromising the efficiency of other digital processes.
- Extremely valuable when there is a requirement to submit official documents and where these documents require council verification.

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



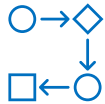
1,000,000+

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



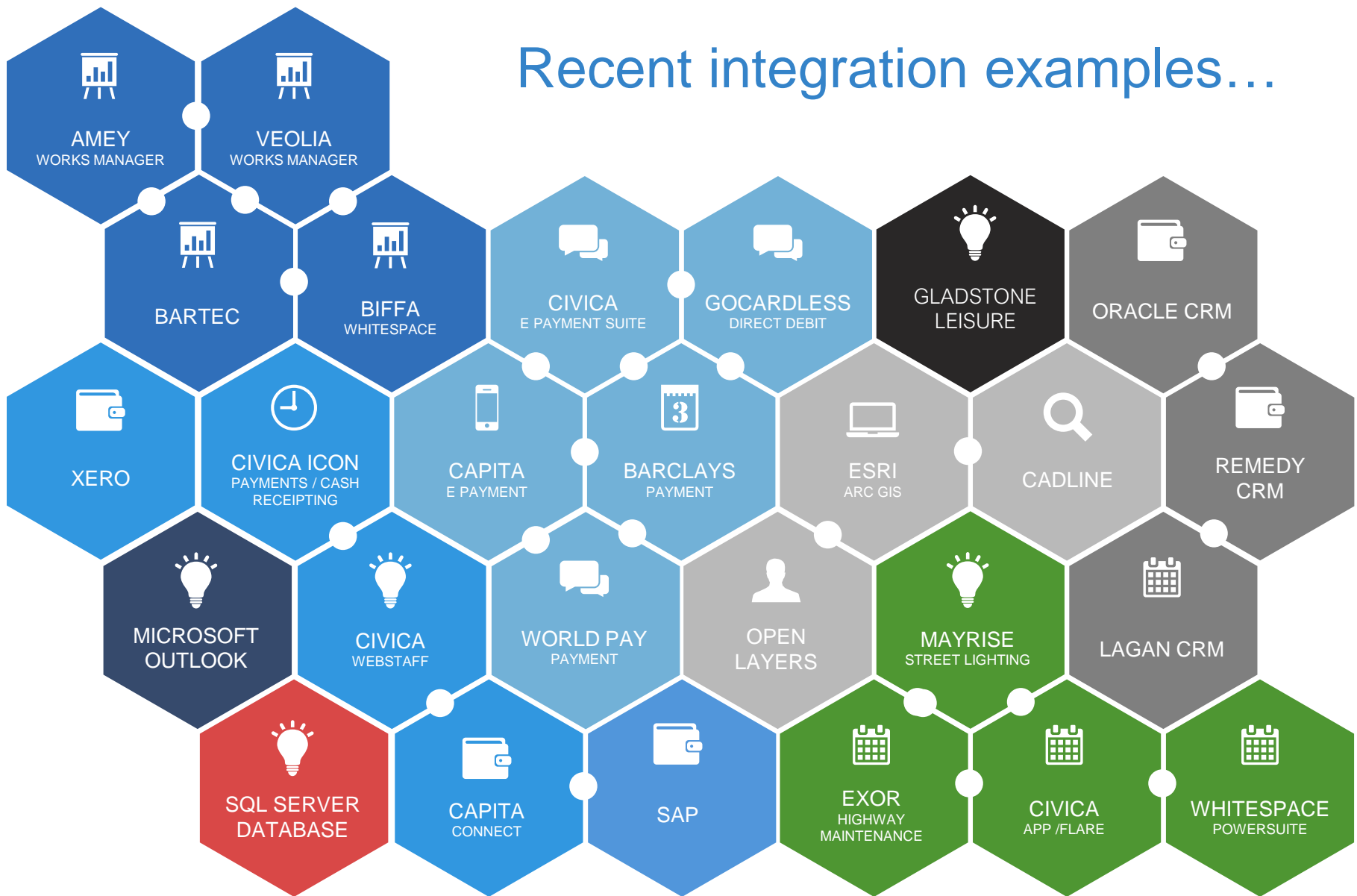
Develop more end to end processes

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

Recent integration examples...



Council systems



Health systems



CRM systems



GIS systems



Waste management



Mail and calendar systems



HR systems



Custom system



Payment gateways



Finance systems

Thank you for joining today's demonstration

- 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