Improving citizen engagement in local authorities

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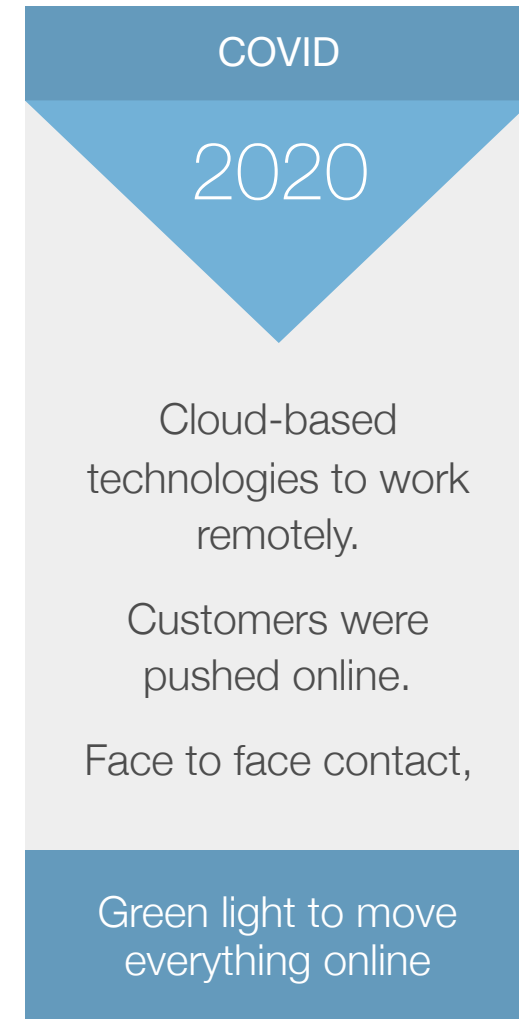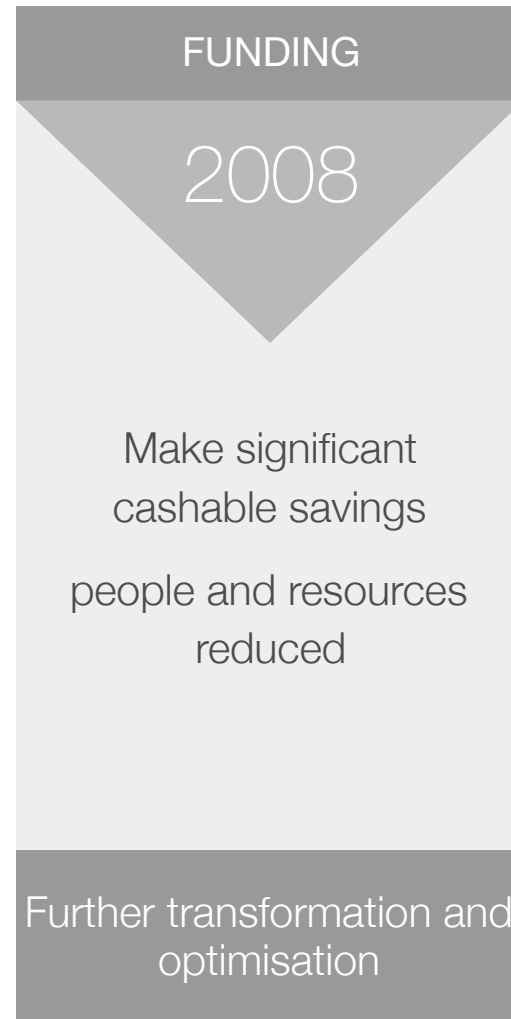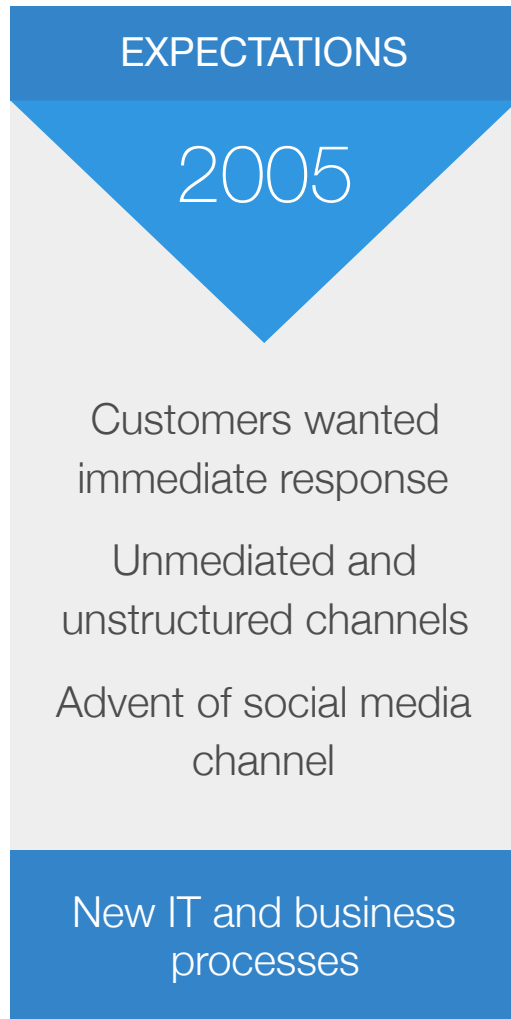
Housekeeping

Frequently Asked Questions

- **Is the session being recorded?**
  - Yes. The session is being recorded today
- **Can I get a copy of the slides/materials?**
  - Yes. We will email a PDF copy after the session has ended
- **Can I ask questions?**
  - The line will be muted to reduce the background noise
  - Please use the chat facility and we will either answer questions immediately via chat or get back to you after the webinar

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Agenda

- Background to current challenges facing local authorities

- Why digital? - facts and stats

- Introduction to My Council Services modules

- Sample of Local authorities using the platform

- Key features of the Engagement Portal, E-Forms, Native Mobile Apps and CRM

- Demonstration

- Q&A

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Background to current challenges facing local authorities

EXPECTATIONS

2005

Customers wanted immediate response

Unmediated and unstructured channels

Advent of social media channel

New IT and business processes

FUNDING

2008

Make significant cashable savings

people and resources reduced

Further transformation and optimisation

COVID

2020

Cloud-based technologies to work remotely.

Customers were pushed online.

Face to face contact,

Green light to move everything online

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Compelling digital statistics 2020

01 Almost the entire nation had access to the internet with an estimated number of 62 million users in 2020

02 99% of all UK adults 16-44 are recent and regular users of the internet

03 84% of UK adults own a smartphone.

04 The number of people aged 75 and over using the internet had almost doubled in last 7 years and stood at 54% out of all people in that age category.

05 The number of disabled adults who were recent internet users in 2020 reached almost 11 million, 81% of disabled adults; up from just over 10 million (78% of disabled adults) in 2019.

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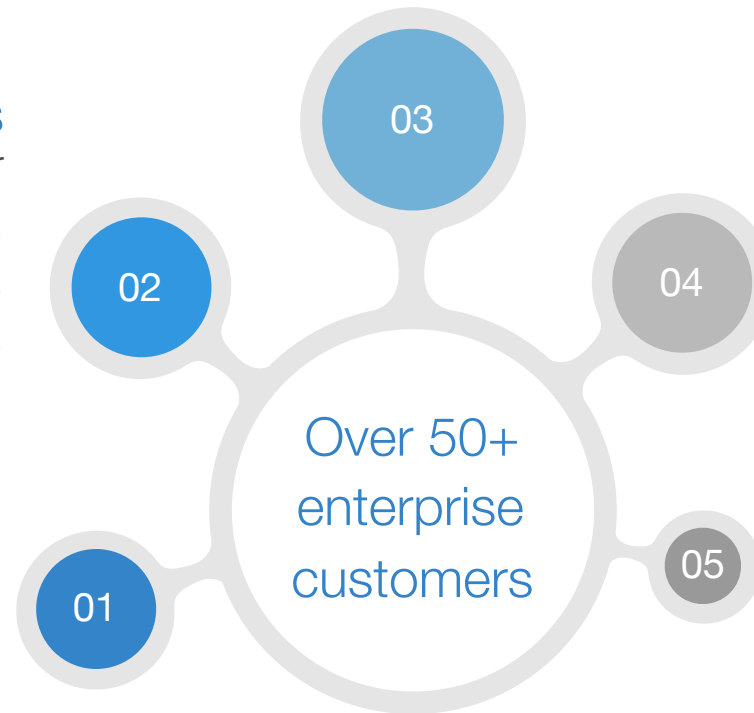# About Abavus

Real industry experience
Consultants with deep sector specific working knowledge

Focus areas
departments including customer services, environmental services, revenues and benefit, planning, highways and public protection.

Flexible implementation
Platform can be delivered as stand alone modules or as part of a full enterprise solution.

18 Million customers
Submitting requests, viewing information via self-service

Established since 2011
Working exclusively with local authorities providing digital transformation solutions.

03

02

04

01

05

Over 50+ enterprise customers

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Sample local authorities using the platform

- **Allerdale Borough Council** - Full implementation
- **Anglesey County Borough Council** - Full implementation
- **Ashford Borough Council** - Full implementation
- **Blackburn with Darwen Council** - Full implementation
- **Blaenau Gwent County Borough Council** - Full implementation
- **Boston Borough Council** - Customer Portal & eForms
- **Caerphilly County Borough Council** - Full implementation
- **Cannock Chase District Council** - Customer Portal & eForms
- **Epsom & Ewell Borough Council** - Enterprise waste management
- **Flintshire County Council** - Customer Portal & eForms
- **Fylde Borough Council** - Customer Portal & eForms
- **Glasgow City Council** - Customer Portal & eForms
- **London Borough Harrow** - Service Desk & Mobile Worker
- **Monmouthshire County Borough Council** - Full implementation
- **North Lincolnshire** - Blue Badge solution)
- **Newport City Council** - Full implementation
- **St Helen's Metropolitan Borough Council** - Customer Portal & eForms

- **Somerset Waste Partnership** - Customer Portal, eForms & Waste
- **Southend Borough Council** - Full implementation
- **Stafford Borough Council** - Customer Portal, eForms and Mobile Worker
- **Swale Borough Council** - Customer Portal, eForms & Contact Centre
- **Test Valley Borough Council** - Customer portal, eForms, Contact Centre
- **Torfaen County Borough Council** - Full implementation
- **Vale of Glamorgan Council** - Customer portal & eForms
- **Winchester City Council** - Customer portal & eForms

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How does My Council Services fit with the Authority?

Contact centre
Take calls, lookup customer information, provide realtime updates.

Customer portal & app
Manage your account, submit service requests, view news and nearby.

Asset
Mange, book & maintain, council assets.

Service
Receive, manage and resolve issues from customers.

Mobile working
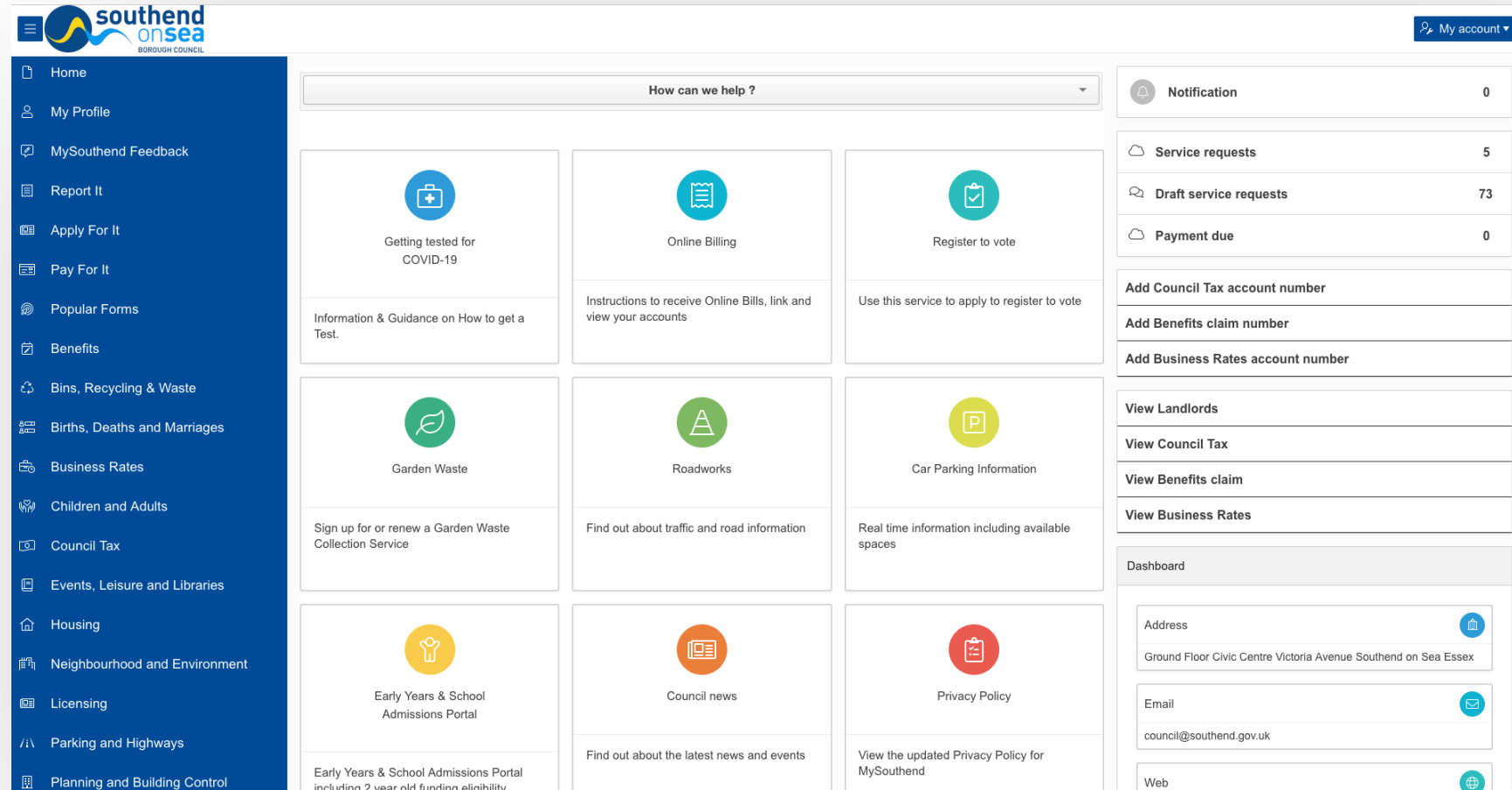Allow mobile teams out in the field to receive, action and complete work.

Waste
Automate and optimise waste collection.

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Key features - The customer engagement portal

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Key features - The customer engagement portal

-One stop shop allowing customers to transact across the entire range of local authority services

-Simple and straightforward to configure and update

-Easy and secure customer authentication and navigation

-Seamless integration into 3rd party systems

-Responsive and resizable interface enabling use across multiple device types

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Key features - eForms

*Type of cleansing required

What is the type of cleaning you require? ⌄

To tell us where the issue is either:

- zoom the map to the location and click to plot the point
- or type the postcode, including space, in the search box and select from drop down menu
- or type address including town in the search box and select from drop down menu

*Select the location

☑Show nearby service request

| Map | Satellite | Search |

Location type: Accurate down to street address
Location: Goodbox Ltd, 25 Finsbury Circus, London, EC2M 7EA, UK
Geocode: (51.5173695, -0.0860558)

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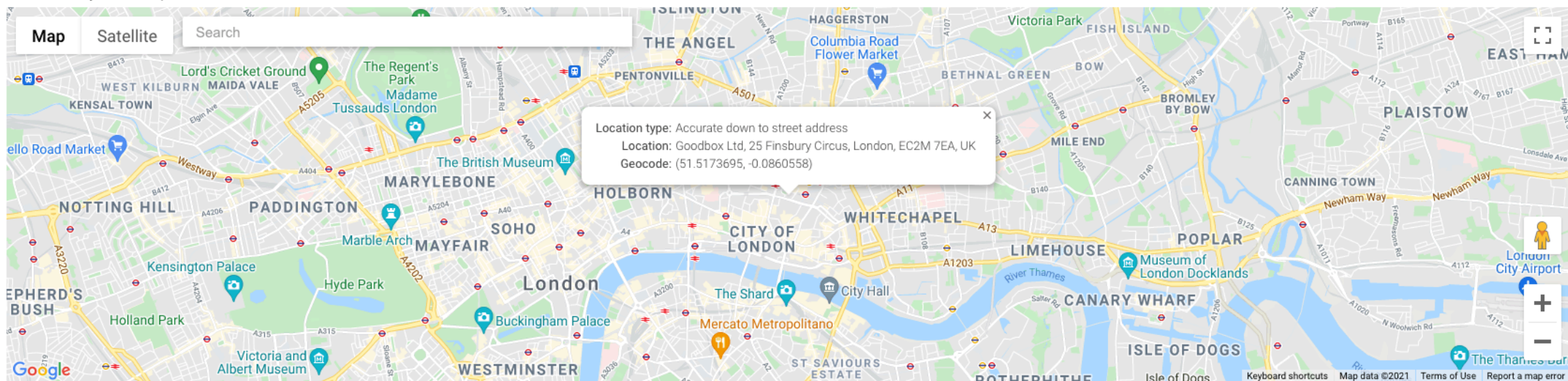
Key features - eForms

-Easy and simple to configure, deploy and maintain on web

-eForm library with 1000s of forms available to download and deploy in minutes

-Intuitive eForm rules and outcome capability allowing for fast customer completion

-Variety of bespoke plugins depending upon form requirements e.g payments, maps, LLPG, bookings, assets and contracts

-Ability to auto-populate customer fields based upon existing customer knowledge

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Key features - Native mobile app

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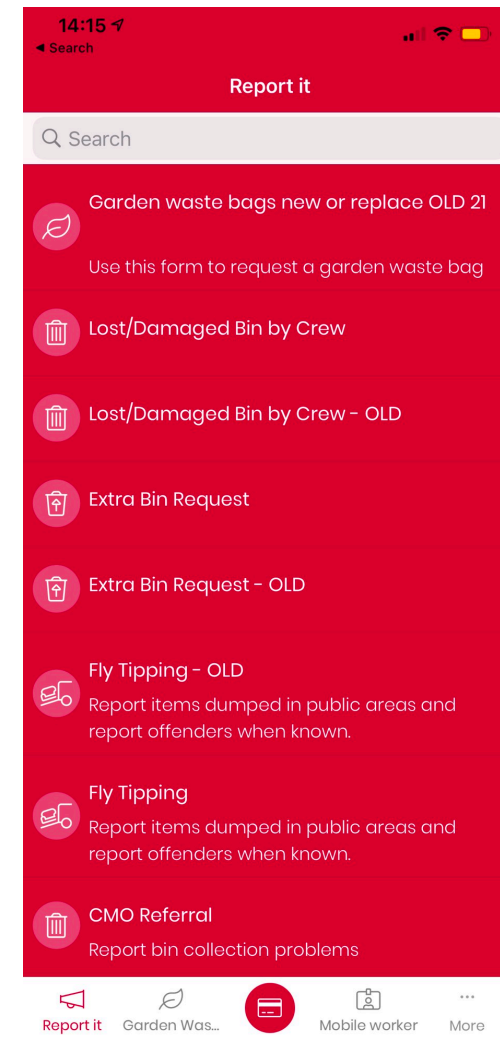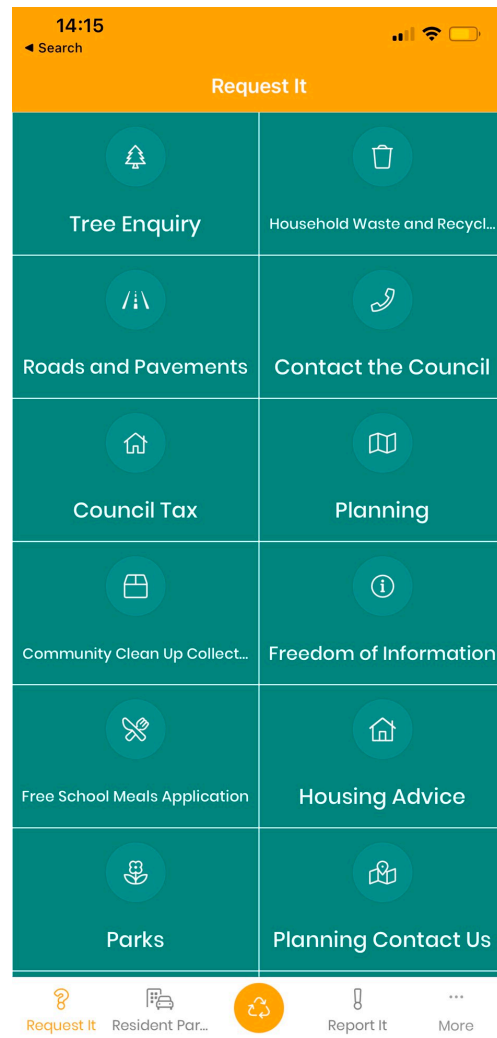
Key features - Native mobile app

-Easy and simple to configure, deploy and maintain on the native mobile app

-Fully customisable to reflect corporate branding and theme

-A fast and intuitive interface allowing for quick and easy reporting

-Available for deployment to both customer and mobile workers using different interfaces

-Ability to synchronise to both web and native mobile simultaneously

-Ability to book and pay using native mobile capability

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Key features - CRM

Key features - CRM

-Provides a 360° view of customer interactions

-Ability to search based upon people, address, service request, organisation and documentation

-Ability to send emails to customers using templates or free text

-Ability to create and complete service requests on behalf of the customer

-Ability to use knowledge centre search facility to assist contact centre staff

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My Council Services Demo

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Thank you for today's webinar

- Slides will be available to download
- A recording will be made 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
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Thank you

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