

# case study

Situated in the North West of England between the cities of Liverpool and Manchester, Warrington is a unitary authority delivering a range of services to the 202,000 strong population. Warrington is acknowledged as a forwarding thinking authority, benefiting from a strong urban regeneration delivery agency in Warrington & Co., and is committed to the innovative use of technology to improve services and quality of life for local citizens.



2011 saw the first step towards Warrington's strategy of 'digital by default' with the implementation of a new Microsoft Dynamics CRM system. 2012 moved to the next stage with the availability of web forms and some static look up mobile applications for dissemination of council information to the community. Keen for a broader mobile presence beyond the website, 2013 saw the culmination of this programme when the *"My Warrington"* suite of mobile applications and synchronised web forms from Abavus Limited went live in February 2013. This means that Warrington can design a customer self-service process once and then deploy this to multiple channels simultaneously i.e. Web and native mobile applications.

Steve Park, Chief Officer, Customer Access & Technology said *"There was lots of talk about digital strategies but it wasn't really there until Warrington adopted My Council Services"*.

## Engaging the Community

Warrington BC has long been keen to make sure it is engaging the whole of its community in ways that suit the individual best and importantly allow them to do so at their own convenience. One of the beauties of this app is that the user doesn't need a stable internet connection to open and use a form, can submit reports at any time and doesn't need to be logged in meaning reports about sensitive topics can be done anonymously. Exactly which service request categories can be enabled for anonymous reporting can be decided at the Authorities discretion and can be managed at any time. Feedback from the community has focused on how very intuitive and accessible the application is to use, making it accessible to all age groups. It's clear from local feedback and the take up that more and more people prefer this method of engagement with the council.



myCouncilservices



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## Metrics

Quantified statistics indicate that the cost of a face to face meeting at a drop in clinic range between £12-£15 per interaction, a telephone enquiry into the call centre £3 - £5 with digital contact dramatically lower at only 10-15p. The business case to go digital is compelling but only stacks up when you are reaching all groups through all channels and when the app itself is easy to use and is functionally rich enough to enable 2 way communication. This is what **"My Warrington"** brings.

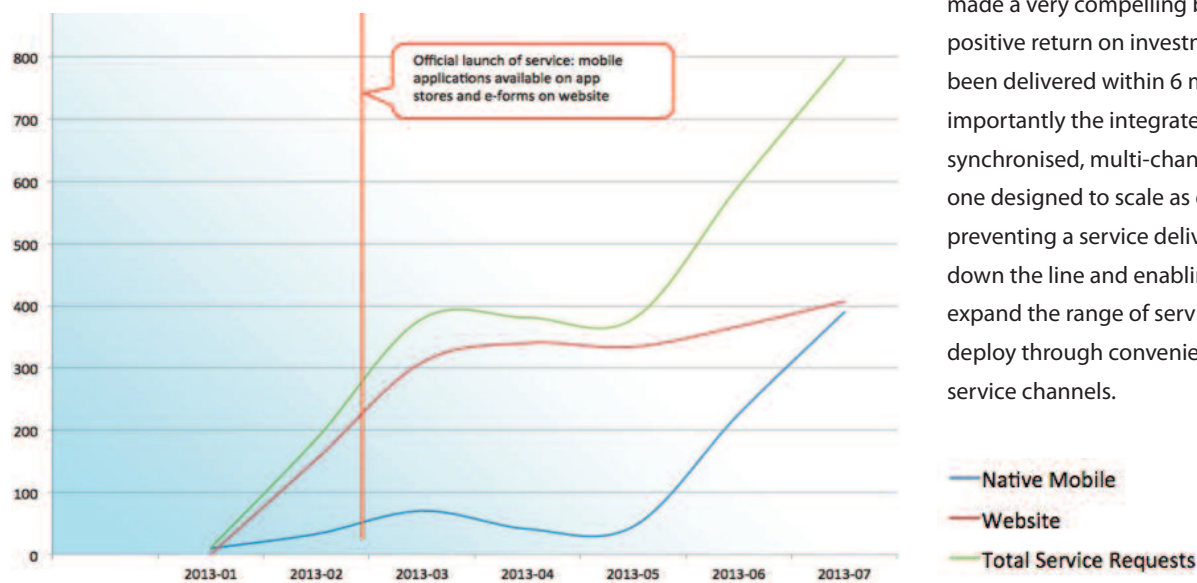
Warrington have found that use of the **"My Warrington"** app has increased dramatically with early usage seeing around 150 issues per week logged via the mobile application. Steve Park confirmed that *"without a shadow of a doubt My Warrington is taking volume out of the call centre and with 80% of contact into Warrington BC via the phone at the moment this new channel is helping to engage people differently, reduce wait times in the call centre and reduce the cost of communication."*

## Channel Shift for the future

Channel shift and the cost metrics associated with it are a hot topic across local government in today's world of severe budgetary constraint and scrutiny. Enabling the customer self-service channel through native mobile and web technology with **"My Warrington"** means

that only 5 months after launch 5% of contacts into the council are now coming via the native mobile applications. The pattern of growth is such that it is realistically expected that this will grow to 10% of incoming contacts by mid-2014 and 20% by the end of 2015. Full

integration of the application into the CRM system and in turn into the back office means that no manual intervention is needed to handle services requests into the council and that individual customers are kept up to date on the status of their service request automatically. This very practical realisation of channel shift has made a very compelling business case. A positive return on investment has already been delivered within 6 months. More importantly the integrated and synchronised, multi-channel approach is one designed to scale as demands grow, preventing a service delivery problem down the line and enabling Warrington to expand the range of services that it can deploy through convenient, low cost self-service channels.



## About myCouncilservices from Abavus

The My Council Services platform offers a unique set of capabilities that will support and accelerate your organisation's transformation and channel shift programme. In two sentences what we offer is:

A synchronised and integrated multi-channel customer access and mobile working platform.

The suite of web and native, mobile app content is fully configurable & customisable and can be managed by non-technical staff within the Local Authority.



iTouch Vision

### To find out more

Please feel free to get in contact with us. We would love to hear your questions and help answer them.

You can reach the Abavus team on +44 (0)208 530 2505 or email us on [info@abavus.co.uk](mailto:info@abavus.co.uk)