# *Catalyse channel shift and enable transformation with My Council Services self-service platform*

Webinar
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## www.abavus.co.uk

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# Agenda

- Background to the current challenge in Local Government

- Introduction & background to My Council Services

- Local Authorities already using the platform
  - Case Study from Wiltshire Councils

- Demonstration

- Question & Answer

# Background to the current challenge

- Proposition & challenge…

- *80% of customer and internal processes can be codified, made self-service and manifest as a systematic set of business rules requiring no professional judgement or discretion.*

- *There is a remaining 20% of cases, or specific aspects of certain type of case, where professional judgement and discretion is necessary.*

# Background to the current challenge

- Why is this such a significant challenge?
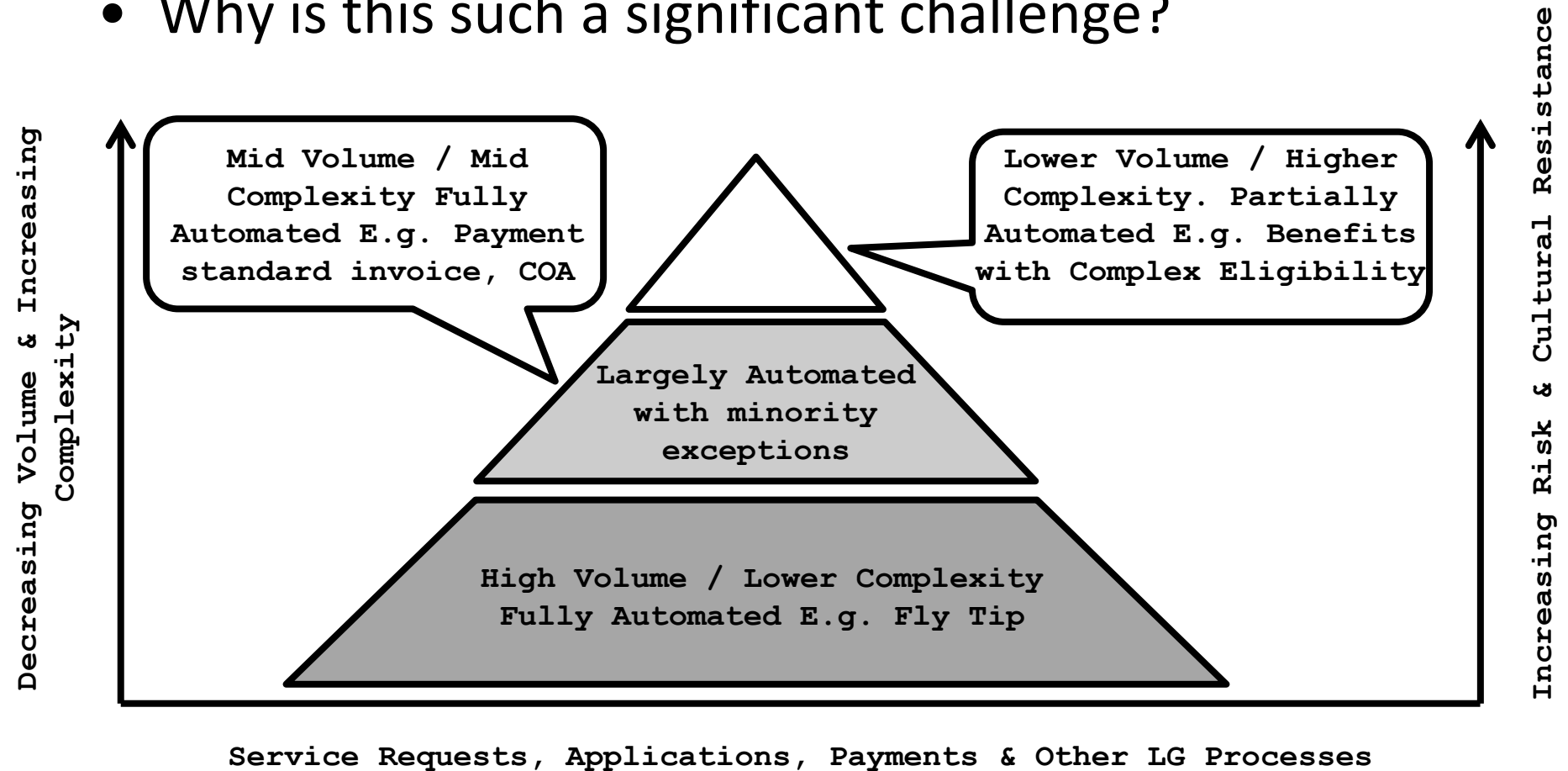
# What is My Council Services?

- The only synchronised & integrated multi channel online & native mobile, customer engagement platform with mobile working capability

- Free to access for Council's customers and nationally enabled
  - Web and native mobile (iPhone, Android, Blackberry, Windows8)

- Modular, functionally rich, customisable & configurable
  - Customer Self Service - mobile apps & web forms
  - Mobile Worker
  - Contact Centre CRM
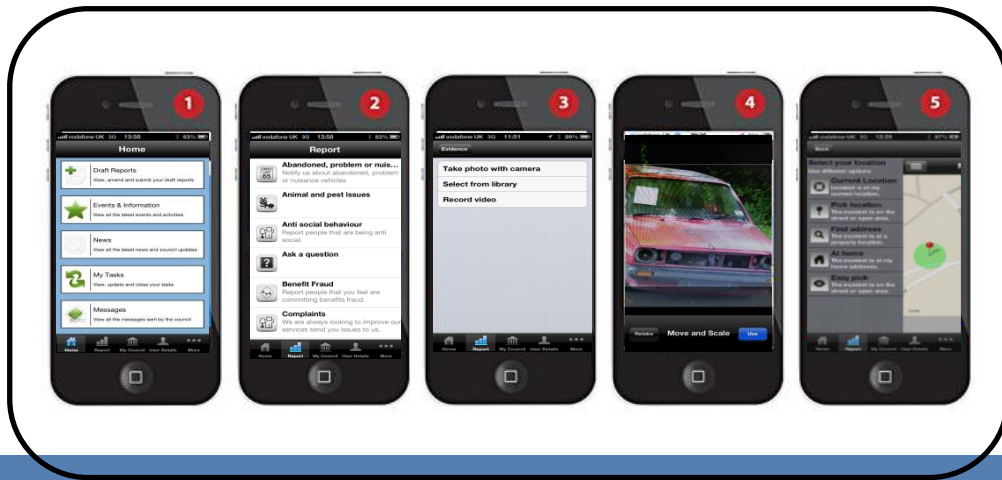


Integrated Web & Native Mobile Forms

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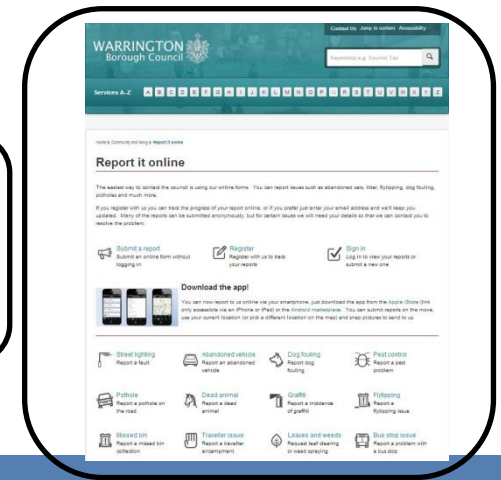
# What is My Council Services?

- Totally agnostic about back office systems
  - Integration to Line of Business and / or CRM applications
  - Configurable integration using web services
  - Integration through middle ware is required
- Private Cloud delivery – almost zero local IT footprint
- Master Data Management
  - Designed to perform as a source of clean, complete, distinct and accurate customer data for the entire organisational enterprise.
  - **Trusted Customer Data** is held in a central MDM schema
  - **Consolidation services** manage the movement of master data into the central store.
  - **Cleansing services** de-duplicate, standardise and augment the master data.
  - **Governance services** control access, retrieval, privacy, audit and change management rules.
  - **Sharing services** include integration, web services, event propagation, and global standards based synchronisation.

# Workflow, Data flow & Architecture...
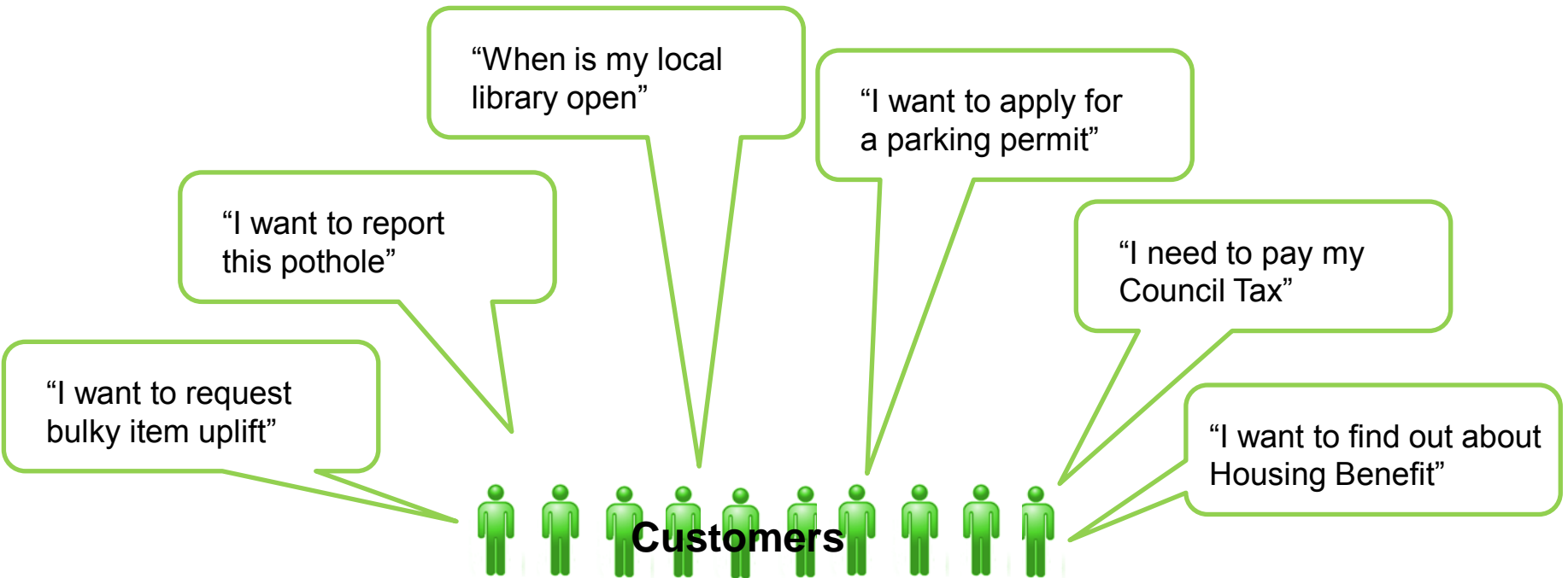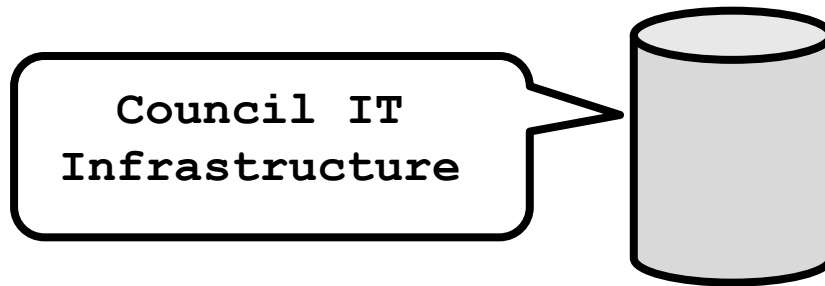
# Workflow, Data flow & Architecture...

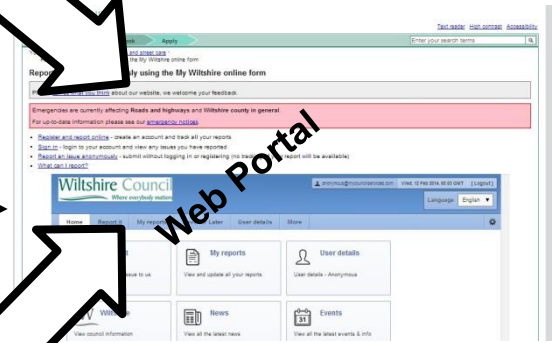

**Council IT Infrastructure**
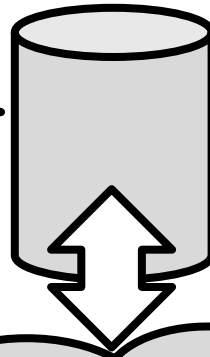
- Web services integration to back office
- Web service calls  MCS web services
- Automated case / customer creation in back office
- Synchronisation of notes & status back to customer
- 40 bit SSL key for securing our web services over https

CRM  FORMS  RULES  MOBILE WORKER

**Configuration & Control**
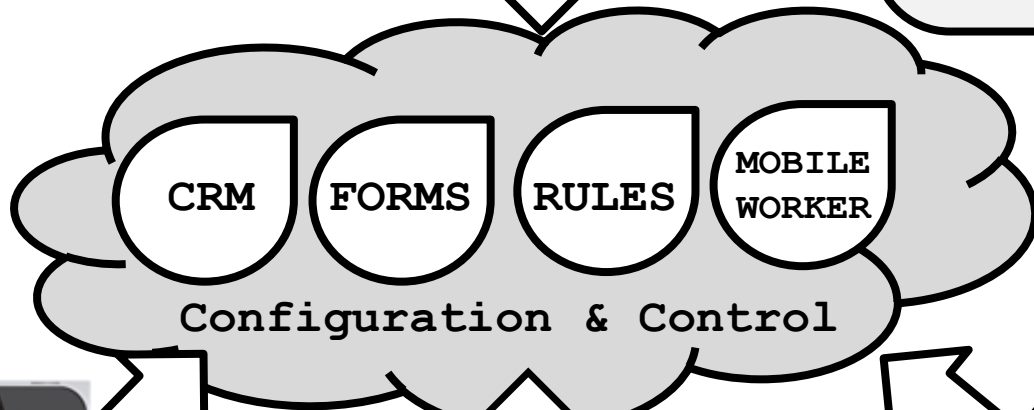
Native App

Web Portal

**Mobile Workers**

**Customers**

# My Council Services Clients…

- **Bassetlaw District Council**
- **Belfast City Council** (integration to in house developed CRM)
- **Blackburn with Darwen Council**
- **Bournemouth Borough Council** (integration to Lagan CRM)
- **City of London Corporation**
- **Doncaster Metropolitan Borough Council** (integration to Lagan CRM)
- **East Dunbartonshire Council** (integration to Lagan CRM)
- **Flintshire County Council** (integration to Java based CRM)
- **Glasgow City Council**
- **Maidstone Borough Council** (Mobile Worker – Nov 2013)
- **New forest District Council** (integration into in house Microsoft SQL based CRM)
- **Plymouth City Council**

- **Rhondda Cynon Taff** (integration to Lagan CRM)
- **Royal Borough of Kensington & Chelsea**
- **St Helen's Metropolitan Borough Council** (integration into Lotus Notes based CRM)
- **Southend Borough Council** (Lagan CRM)
- **Stafford Borough Council** (Mobile Worker – November 2013)
- **Thanet district Council**
- **Torfaen County Borough Council** (HEAT Case Management System)
- **Vale of Glamorgan Council**
- **Wiltshire Council** (integration into Mayrise & Exor line of business applications)
- **Winchester City Council**
- **Warrington Borough Council** (integration to MS Dynamics CRM)

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# A Case Study: Wiltshire Council
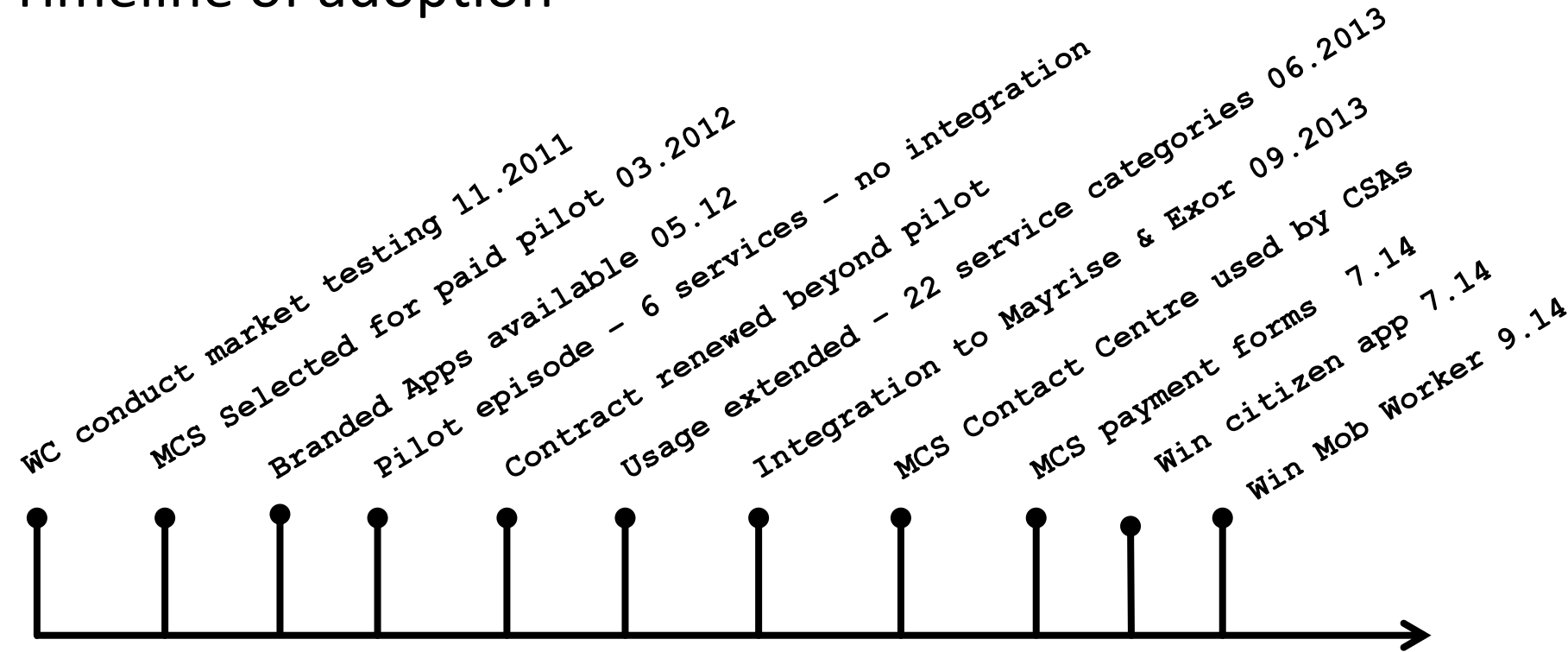
- Wiltshire Council

- Unitary Authority

- 435K population

- Technology Infrastructure:
  - Limited Lagan CRM
  - Mayrise & Exor in back office
  - My Council Services from March 2012
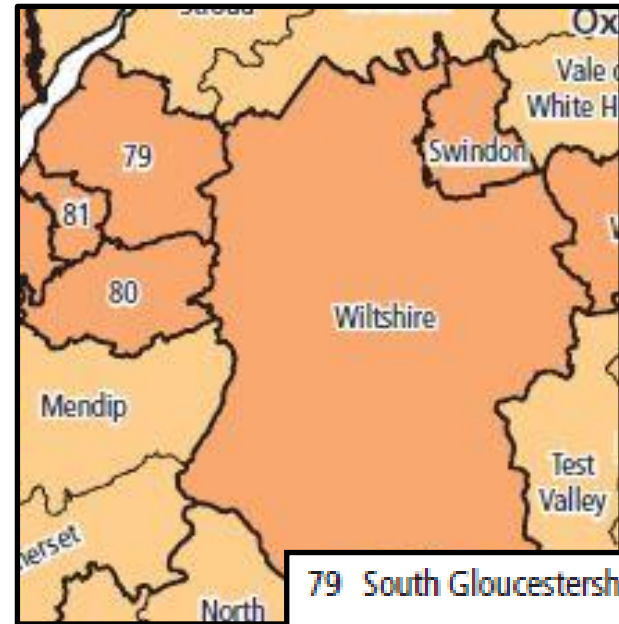


| | |
|---|---|
| 79 | South Gloucestershire |
| 80 | Bath and North East Somerset |
| 81 | City of Bristol |

# The journey so far: Wiltshire Council

- Timeline of adoption

WC conduct market testing 11.2011
MCS Selected for paid pilot 03.2012
Branded Apps available 05.12
Pilot episode – 6 services – no integration
Contract renewed beyond pilot
Usage extended – 22 service categories 06.2013
Integration to Mayrise & Exor 09.2013
MCS Contact Centre used by CSAs
MCS payment forms 7.14
Win citizen app 7.14
Win Mob Worker 9.14

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# Wiltshire Outcomes
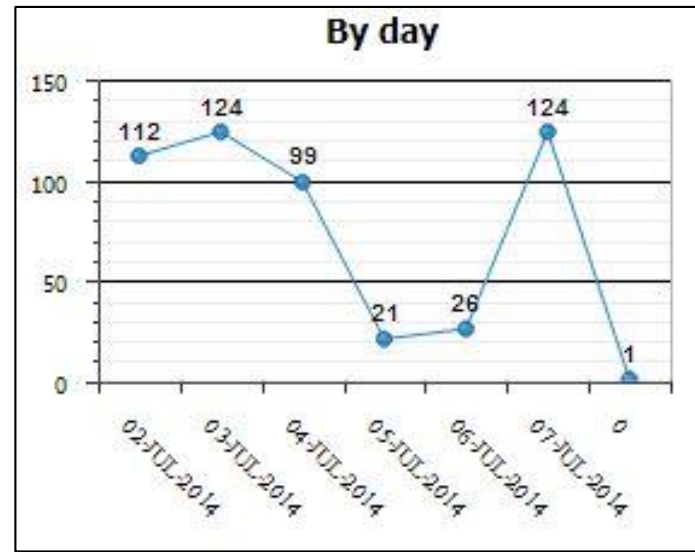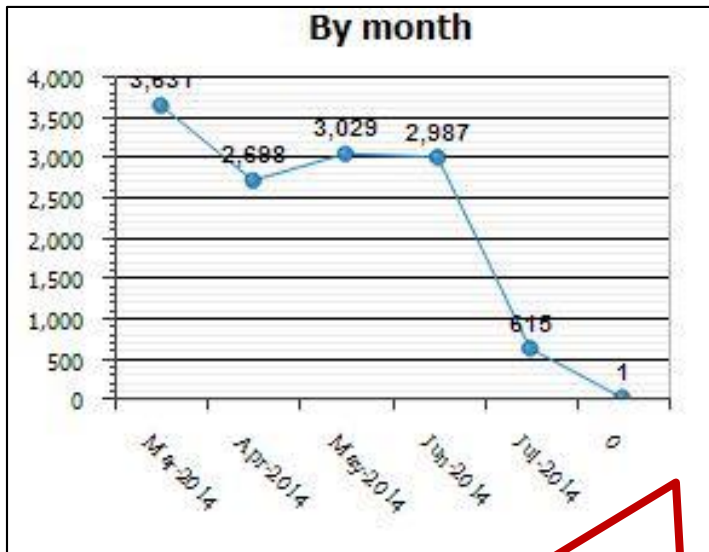


Significant volumes of self service requests coming through the web and mobile channels now… integration through to back office has enabled efficient handling of inbound service request volumes
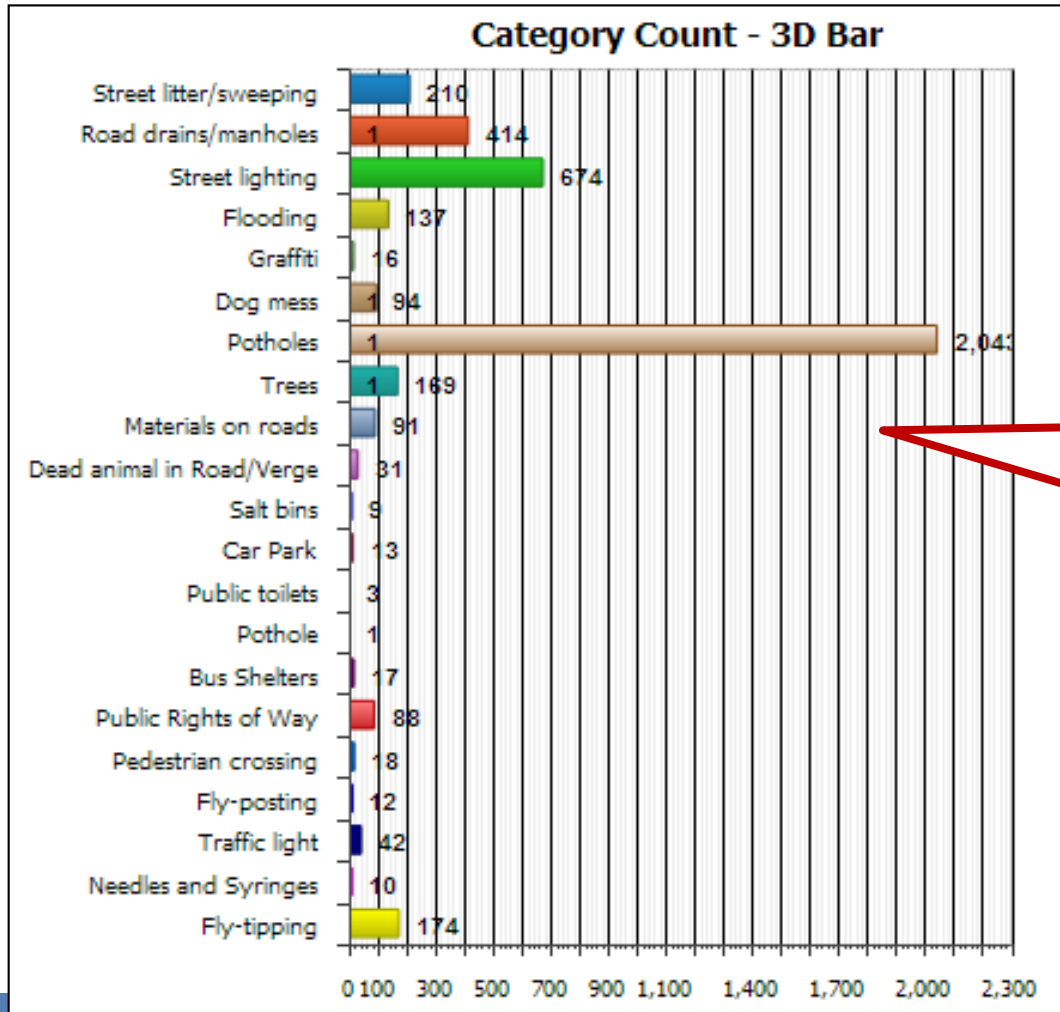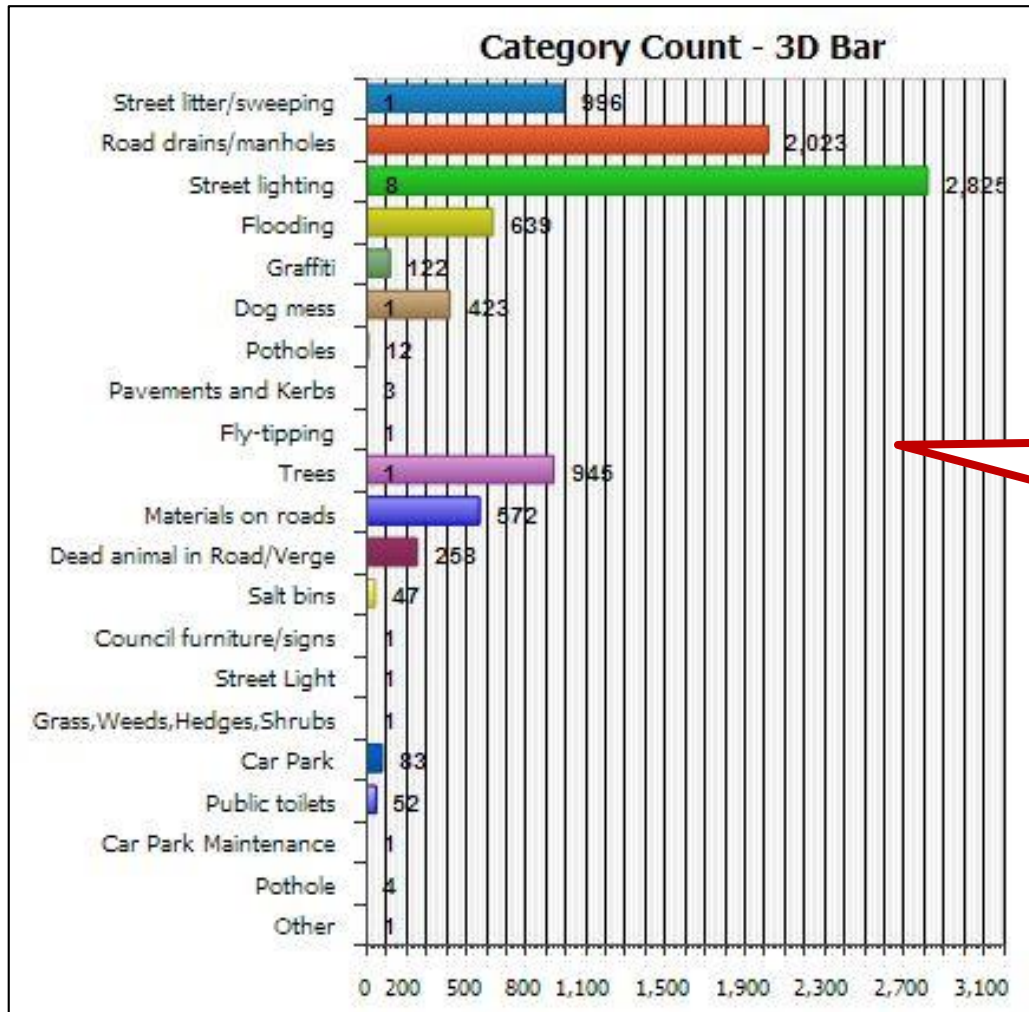
# Wiltshire Outcomes – Jan 2014



**Category Count - 3D Bar**

| Category | Count |
|---|---|
| Street litter/sweeping | 210 |
| Road drains/manholes | 1 414 |
| Street lighting | 674 |
| Flooding | 137 |
| Graffiti | 16 |
| Dog mess | 1 94 |
| Potholes | 1 2,043 |
| Trees | 1 169 |
| Materials on roads | 91 |
| Dead animal in Road/Verge | 31 |
| Salt bins | 9 |
| Car Park | 13 |
| Public toilets | 3 |
| Pothole | 1 |
| Bus Shelters | 17 |
| Public Rights of Way | 88 |
| Pedestrian crossing | 18 |
| Fly-posting | 12 |
| Traffic light | 42 |
| Needles and Syringes | 10 |
| Fly-tipping | 174 |

Volumes of service requests, by category via the self service channel in the last month:
01.01.14 thru 20.02.14

# Wiltshire Outcomes – June 2014



Volumes of service requests, by category via the self service channel in the last month:
01.06.14 thru 07.07.14

# Wiltshire Outcomes

- Significant shift to self service for categories that are available through the self service channels

- Improvements in Customer Service Centre productivity
  - Reduction in call abandonment rates from 20% to 13%

- Better insight for efficient management of third party contract arrangements

# Advice to get started

- Consider the availability of constant internet connections – mobile sites and regular eforms will fail without this
- Don't get hung up on what CRM system you have – integration is generally straightforward into most systems (or you can use our Contact Centre module)
- MCS costs are relatively low to get started – consider letting us help you with a business case to drive take up and get an ROI  within 6 months
- Start with some tactical wins and plan for the mid to longer term strategic goals
- Really think about how much home grown solutions ultimately cost – COTS software which is quickly customisable is often very cost effective
- Make sure you educate frontline staff on the plan and what capabilities you are enabling through self service