

My Council Services Contact Centre (CRM) solution

The Contact Centre (CRM) solution provides local authorities with an intuitive easy-to-use multi-channel platform for managing customer interactions.

Our Contact Centre solution is one of the core modules of the My Council Services enterprise suite. Contact Centre provides a comprehensive Customer Relationship Management (CRM) application that can be rapidly implemented into a local authority within weeks, with easy integration into existing IT systems. Contact Centre provides customer service agents with a 360-degree view of a customer's interactions with the authority. Agents can review, process, and complete service requests submitted by the customer, regardless of how they contacted the local authority. These requests can range from fly tipping reports to booking a garden waste collection, the latter of which can be paid for via the integrated payment gateway within the My Council Services platform.

- A cloud-based offering, saving money on license costs compared to traditional CRM.
- Enhanced security built as standard to keep customer information safe and secure.
- Ability to complete the full range of transactions. Agents can report on behalf of customers, complete applications, and secure payment collections.
- The capability to utilise template driven multi-channel communications to customers via email and SMS, helping keep them up to date on community issues.
- An intelligent knowledge management feature, that in real-time provides the customer service agents automated answers to commonly raised questions.
- A reporting and analytical capability that allows contact centre staff and management to generate scheduled automated reports.

Benefits

The Contact Centre (CRM) solution is intuitive, with fast and efficient customer information retrieval for the customer services agent.

- The solution is quick to implement, easy to learn, and convenient to access.
- Increased customer service agent productivity and reduced avoidable contact.
- The ability to view customer interaction history and make transactions on their behalf, all from within their record.
- The ability to set role-based access control assigning staff with appropriate levels of access.
- Provides agents with a complete history of customer transactions. This includes service requests, interactions, bookings, contracts, etc.
- Ability to add new accounts on behalf of customers without internet access. This allows a record to be kept for customers who do not have access to digital channels.



Comprehensive Search

Customer service agents can search for any accounts or service requests within the Contact Centre (CRM) solution. They can also search for any address within their authority, and see any interactions associated with that address.



Knowledge Management

Knowledge Management provides a hub for the authority's current data sources and back office systems. Agents can quickly search for information in real-time to answer customer questions.



Master Data Management

The Contact Centre (CRM) solution takes advantage of our Master Data Management (MDM) capability. In addition to the standard information fields provided in the solution, administrators can configure their own specific information fields based on the local authority's requirement.



MCS Module Integration

Additional information provided by other My Council Services modules automatically feeds into Contact Centre (CRM) solution. For example, any transactions relating to bookings, contracts, or waste will display against customer profiles automatically with little to no setup required.

Features

In addition to the core functionality and features already described, the Contact Centre module includes enhanced features that can be deployed. These include, but are not restricted to:

- Application interface that displays a wide range of customer meta data (e.g. refuse collection calendar, revenue and benefits, behaviour markers, etc).
- Integrates with our Bookings and Contracts modules, allowing customer service agents to see any booking or contract related transactions.
- Agents can see if any other Contact Centre staff are currently working on a customer transaction, aiding in the prevention of double-logging or supply of contradictory information.
- Ability to guide a customer through a service request, or file and submit a service request on their behalf.



At a glance

The Contact Centre (CRM) solution is ideal for any customer service team looking to improve productivity and efficiency.

- Record and lookup any customer interaction or service request on your system within seconds.
- Significant reduction of paperwork. All information can be recorded digitally and uploaded to your My Council Services cloud-based application.
- Seamless integration with our sophisticated rules engine to automate work processes.
- Easily integrates into other third-party customer-facing or back office products.
- Available as a standalone application, or available as part of other My Council Services modules.

Outcomes and Savings

Abavus has successfully deployed the My Council Services Contact Centre (CRM) solution to over 50 local authorities in the UK. As a result, each local authority has been able to show continuous improvement and increased efficiency.

- Faster and more efficient processing time of customer requests, improving engagement and overall satisfaction.
- Improved automation has resulted in cashable savings through headcount reduction.
- Reduced involvement of IT departments in setting up and administering the CRM, allowing them time to support more complex developments of the system including integration.
- Significantly reduced cost of ownership, due to easy set up and low ongoing running costs.

If you are interested in finding more information about the My Council Services Contact Centre (CRM) solution, please contact us below: