

GBC has been using Self Service to support its Revenues and Benefits service since June 2013. After introduction as an out of hours and queue busting service handling around 1,800 calls per month, the service was elevated to a full 24/7 service and now answers 7,000 calls per month.

Introduction:

Whilst GBC recognized the potential of Self Service as a front line service, councilors and officers had reservations about how residents would accept the use of telephone automation and so GBC chose a gentle approach for the first 9 months whereby the service was used purely as a queue busting and out of hours service. Feedback from residents was positive with callers finding the service easy to use and liking the convenience of being able to communicate with the council 24/7. In March 2014 the service was elevated to the front line to answer all calls 24/7 and has proved to be robust and reliable with 100% uptime.



Objectives & Priorities:

- It was proving difficult to achieve Customer Service goals, to answer and resolve the majority of calls at the first point of contact, as many callers with complex enquiries were waiting in queues whilst trained officers handled simple enquiries. An improvement in service, and the Customer experience, was a priority.
- Skilled advisors needed to be freed up from dealing with a high volume of straightforward enquiries, to focus on only urgent or complex matters.
- GBC is committed to providing services that represent sound value for money and it was therefore important that any new system had the proven ability to deliver cashable savings and a rapid return on investment.
- GBC required a service provider with a proven track record and the technical resources and experience to help develop a unified Channel Shift Strategy with a “digital first” approach that could be extended throughout the council.



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Testimonial:

'Self Service has delivered substantial cost and efficiency savings within Revenues and Benefits at Guildford Borough Council. The solution from Inform has exceeded our expectations, successfully resolving over 65% of calls and releasing our advisors to assist with greater numbers of vulnerable callers. As an integral part of our Channel Shift Strategy, Self Service has reduced calls in the Contact Centre, enabled us to increase productivity in both front and back office and offer an improved level of customer service round the clock. Inform's unique mix of technical and operational expertise has been a key factor in the development of the service. I am confident Self Service has played a vital role in getting the delicate balance right between delivering excellent customer service and good business benefits.'

Steve White,
Executive Head of Finance



Operational & Financial Benefits:

- ✓ Approximately 7,000 calls are now answered per month by Self Service.
- ✓ Over 65% of enquiries are resolved within the service, exceeding the expectations of the project team and equating to the work of 4 FTE's.
- ✓ Within nine months Self Service provided a solid Business Case based on purely operating as an out of hours and queue busting service. The service now operates as a full 24/7 front line service and delivers savings and efficiencies significantly in excess of costs.
- ✓ Launched within 8 weeks, with minimal input from councils operational & ICT resources.
- ✓ Based on the success of the Revenues and Benefits service in June 2015 GBC signed a 3 year contract and is now actively seeking to support other busy areas with Self Service.