

London Borough of Tower Hamlets have been a customer of Inform Communications PLC since 2009, when they first introduced Self Service to handle incoming telephone enquiries for Revenues, Environmental Services and Parking. Following the success of the initial implementation, and after winning the tender bid with Agilisys in 2013, the service was further deployed across NNDR and Council Tax services.

In 2014, the service was rolled out for all incoming Benefit claims, updates and enquiries and has proven successful in reducing the pressure on existing staff whilst increasing customer service and response times, 24 hours a day, 7 days a week.

### Introduction:

Prior to implementing Self Service, the Benefits department were looking for a solution to the increasing volume of core enquiries they were receiving, which were stretching their existing advisors to capacity and causing lengthy call waiting times for customers.



### Objectives & Priorities:

- Improve customer satisfaction and reduce call waiting times and abandonment rates, without increasing back office costs
- Provide key information to claimants, collecting voiced information from them, issuing forms or amending information automatically
- Direct callers to information or forms on the council's website or transfer to trained advisors where necessary and applicable.
- Reduce dependency on staff to manage incoming calls by automating call handling as much as possible
- Free up trained Advisors to deal with urgent or more complex enquiries
- Available 24/7, 365 days a year, whenever customers may enquire and require a responsive service



### Testimonial:

*“...Self Service has played a crucial part in our call handling strategy, providing customers with 24/7 service access, and handling over 50% of enquiries without agent's involvement.*

*This has greatly improved our service to customers who can now access information at a time convenient to them without waiting in lengthy queues or being told we are closed.*

*In addition, agents take only the calls that need their expertise, and a greater number are resolved at first point of contact. ”*

Steve Hill  
Benefits Manager  
London Borough of Tower Hamlets



### Operational & Financial Benefits:

- 15,496 Benefit calls and enquiries received into Self Service per month, on average
- 56% of Benefit enquiries are handled within the service, without the need to transfer to an advisor, exceeding project expectations
- Self Service is handling the workload of over 7 FTE's, an equivalent cost of over £180k p/a
- Ongoing changes and updates to the service are inclusive to ensure that Self Service remains current and efficient
- MI reporting and ongoing monitoring ensure the service is performing to its maximum potential
- Tower Hamlets are looking to further expand the service in the future with the introduction of SMS and web services

### Demonstration:

Benefits Demonstration Service: 01183 150 490