

The City of Edinburgh Council (CEC) has been using Inform 360's IVR service to support its Revenues and Benefits services since 2011. Based on the success of the service, CEC has extended the service to support NNDR; Environmental / Waste and Highways. The combined services have now successfully answered over 3 million calls, and have proved to be easy to use, robust and reliable delivering 24/7 customer service with 99.99% uptime.

Prior to the introduction of Inform 360, City of Edinburgh Council (CEC) felt they were not delivering the most efficient and cost effective telephone service for residents. Customers often had to wait in lengthy queues to speak with someone. The strain on resources resulting from high volumes of calls was also having a detrimental effect on work processing times, leading to unacceptable customer service standards.

### Objectives & Priorities when implementing Self Service:

- A commitment to enhance customer service and reduce complaints across the Revenues and Benefits department, without increased associated costs.
- Due to high call volumes all year round, and in particular during annual billing, it was important that any support service was robust and flexible enough to deal with very high demands and the diverse requirements of its users.
- Call abandonment rates at peak times could exceed 35% and line capacity issues further compounded the resource shortfalls. It was a matter of priority to reduce them, especially during peak periods.
- In the same way that internet users have access to the council 24/7, CEC wished to extend the same level of service to telephone users.
- It was essential the service maintained or improved collection rates.
- Self Service was initially trialed via a six month pilot for Revenues & Benefits. It has been extended every year since 2012 and is now used across 3 major service areas.



### Testimonial:

*"The service has been a roaring success in terms of providing 24/7 customer service, resolving large volumes of calls and releasing resources – so we are now operating with less FTE's than last year. Due to the high volume of calls received by our Revenues and Benefits department, we needed to be confident that any support system could handle peaks and troughs in demand. Self Service has exceeded our expectations and I am confident our customers are able to access or leave accurate information 24 hours a day. Having successfully answered over 173,000 enquiries in the first six months, Self Service has provided invaluable support to our Contact Centre and bridged the gap between customer demand and available resources"*

**Head of Revenues & Benefits  
at the City of Edinburgh  
Council**

### Operational & Financial benefits:

- ✓ Inform 360 handles an average of over **40,000 calls** per month, successfully resolving around **58%** of these calls. This means **only 42%** of incoming enquiries require agent intervention.
- ✓ This equates to the work of **20.5 FTE's**, making a net value / saving of approximately **£417,000 p.a.** (after the cost of Inform 360).
- ✓ Inform 360 implementation saw a significant reduction in the abandonment rate for Revenues and Benefits enquiries as every call is answered immediately by the system.
- ✓ Inform 360 has effectively supported CEC's valuable resources, freeing up considerable staff time to focus on the callers who need direct interaction and greatly improving work processing times.
- ✓ Many customers were pleased that they could access information quickly without having to wait in lengthy queues to speak with someone when they did not need to. Consequently, very few complaints have been received about the transition to an automated service.