

Case Studies using Achieve Products

The Achieve Products were procured in 2012 to meet Customer Access priorities for the organisation. This initial project was to replace the existing customer database in the Environment Contact Centre. The system has subsequently been implemented in other services including Private Sector Housing to enhance their online services for landlords. Case studies for these two projects are given below.

1. **Environment Contact Centre; Achieve Service to manage customer calls**

This project replaced the Customer Relationship Management system in the contact centre with Achieve Service. The contact centre process in the region of y 8,000 customer queries (calls, e-mails, letters and online forms) per month which can rise to 12,000 per month in peak periods. The queries span recycling, refuse and street cleaning; parks, countryside areas, trees and allotments parking permits, highways, abandoned vehicles and street lighting; and environmental health, food safety and anti-social behaviour.

Achieve Service replaced the old system and in doing so the team reviewed the way they worked to improve the efficiency, effectiveness and adaptability of the team. The project sought to improve overall service levels whilst reducing operating costs.

It provides frontline officers with a dashboard through which they can easily search for customers and details of previous contacts. They can initiate processes and refer to back office teams whilst keeping all the information visible to allow tracking of queries. When an officer signposts customers to other services they can log these as quick calls and note whether this could be avoidable to inform future improvements. Procedures, FAQs and documents are all accessed on one system, providing the officer with all the tools they need.

The Contact Centre started using Achieve Service in June 2013, and has been met with positive feedback from staff. The trends on call answering are being monitored and it is felt that calls are being answered more quickly as the team no longer have to view many screens or key depressions to retrieve or input customer data.

The benefits that are being realised are;

- Ease of use as there are fewer steps to create a customer record and service request
- Intuitive system that enables officers to focus on the customer as the system takes you through the process and each step logically

- Customer history we log all their service requests against a customer record, it takes a little extra time to create the customer record when they call for the first time, but invaluable once it has been done and the need to create records will reduce
- New starters have been able to start using the system very quickly and reducing training times.
- Officers no longer have to access numerous data bases or records to look up information to enable them to answer an enquiry as the system holds relevant data and automatically populates cases. (Another system is used to answer some calls about Parking Permits and staff are always referring to the BHCC website (and encouraging customers to use this).

The team have started moving their online forms to Achieve Forms, so that these queries will be linked to the customer records on Achieve Service.

2. Private Sector Housing; On-line HMO licensing application using Achieve Forms

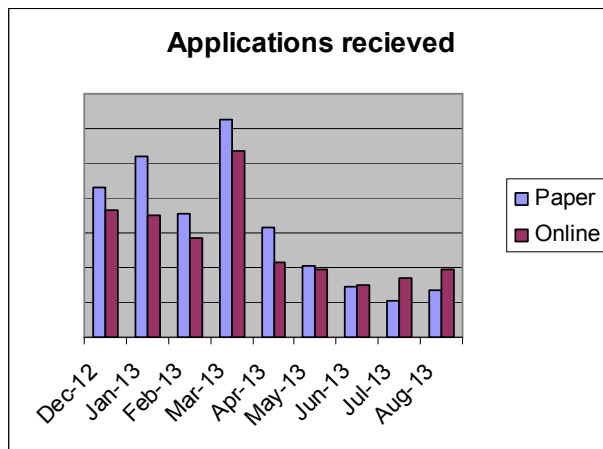
The project in Private Sector Housing was to deliver an on-line application form to support the new HMO additional licensing scheme in five wards of the city. This saves time for officers to process the applications. The introduction of the on-line application has been managed in 2 phases.

Phase 1 created an on-line application using Achieve Forms, so landlords do not have to print a lengthy form to return to us. The form has intelligent questions so only relevant ones are revealed as the landlord complete the form and they can attach supporting documents rather than bringing or sending them to the office. It also has the facility to look up addresses to avoid typing them in, reducing the risk of errors and the form can be saved if it not convenient to complete in one go.

The form delivers a PDF version of the application and any supporting documentation directly to officers in the back office. Officers then manually input the application to the back office system. A number of refinements have been made to this original form and we are now on version 4.

The application went live in the winter of 2012 and we are seeing a shift towards the online form. There was an initial influx of applications when the additional HMO licensing scheme began, both as paper copies and on-line. In June the balance shifted and we reached the position

where we receive more applications via the on-line route. This shift continues to rise in favour of on-line applications and is seeing a reduction in printing and paper.



Phase 2 is to create a version of the application where the data is automatically integrated into our back office system. This will result in a time saving for officers.

We are close to completion but further work then needs to be done to achieve automatic storage of supporting documentation and to ensure the on-line payments link is routed so it streamlines the payments process for the customer. We hope that as we make further improvements it will attract more Landlords to making applications online and the shift will continue.

Future development of the form will be to offer customers the ability to create an account (using Achieve Self). One of the reasons we received so many paper applications in the early months is that managing agents acting on behalf of landlords were reluctant to complete the on-line form because they had to enter the some of the same information into each form. The way they got round this was to enter that information into the relevant sections on one paper form then photocopy this and complete the remaining sections. With Achieve Self they will be able to set up an account which would automatically complete common sections like the agents name and address. This will provide a more efficient service for both landlords and officers.

