

## Case Study



The Adult Social Services Access Team is a new service, which makes contact easier for the public.

Industry Sector

**Local Government**

**Adult Social Services**

### **Wandsworth Borough Council – Adult Social Services Access Team**

The London Borough of Wandsworth is the largest of the inner London boroughs.

The Access Team is a new service, which makes contacting Adults Social Services easier for the public. The team is made up of dedicated staff (Access Officers) who can directly answer most of the caller's questions.

Access Officers are able to help with:

- advice and information about available services.
- advice and information about other services, pointing callers in the direction of other services.
- taking information from callers requesting help for themselves or on behalf of someone else.

The Access Team can be contacted by phone, email and text message as well as meeting visitors to the office.

### **The Challenges**

When is a call centre not a call centre? Contact management is important to the service, but the Access team is not a call centre in the traditional sense. The objective isn't to plough through high volumes of calls as quickly as possible - the aim is to conduct interactions sensitively and to measure the outcome of all contacts to ensure that the supporting services are delivered effectively.

In 2004 the Council implemented its plan to refresh its call centre infrastructure. The Council was not looking to implement one central call centre, but required call centre technology with the ability to set up virtual call centres. This enables the Council's different business areas to administrate and set up their own call handling peculiar to their business needs whilst retaining the flexibility of a common technology platform.

With the 'virtual call centre' infrastructure in place the Council wanted to use this flexibility to support the new Access team. The challenge was to support the Access Officers, capture relevant case information effectively and deliver Management Information to both monitor current performance and support future planning.

### **The Solution**

The Council has deployed **rostrvm** call centre software to meet its virtual call centre requirements. The **rostrvm** system 'overlays' the existing Ericsson PBX infrastructure to preserve existing investments and providing a common technology infrastructure.

**rostrvm** provides a modular suite of call centre software applications gives each of the Council's operational functions the opportunity to address its specific customer contact requirements.

The Adult Social Services Access Team uses the **rostrvm** CallDirector ACD to route telephone calls combined with **rostrvm** CallGuide desktop support tool to expedite information capture across all media and contact methods. **rostrvm** SuperVisor management information delivers real-time operational feedback and reporting tools to support forward planning.

Project Objectives

To conduct interactions sensitively and to measure the outcome of all contacts ensuring that the supporting services are delivered effectively.

"**rostrvm** CallGuide technology allows us to capture information from people who are phoning us, emailing us, dropping in to see us, faxing us or sending an SMS."

Ashley Jones,  
Access Team Manager,  
Adult Social Services  
London Borough of Wandsworth

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## Case Study Continued:



### rostrvm software used

rostrvm CallManager

rostrvm CallDirectorACD

rostrvm CallGuide

rostrvm SuperVisor

### Management Information

The system delivers a complete overview of the Access Team's workload, where the pressures are, where the benefits are. The team knows where every piece of work is and what's happening to it.

### The Results

Prior to deploying **rostrvm** the team operated call routing with a simple hunt group. Whilst this gave basic call handling information "We had to have a way of monitoring all of our work and productivity and processes. Given the nature of our work, measurement needs to allow callers to remain anonymous as well as ensuring that we deliver top quality support to specific service users" commented Ashley Jones, Access Team Manager.

"**rostrvm** CallGuide technology allows us to capture information from people who are phoning us, emailing us, dropping into see us, faxing us or sending an SMS. We then use a very simple script to capture who the person is calling – an anonymous caller or a service user - then use the script to capture multiple outcomes. It gives me a complete log of what people have done, yet it's anonymous and fits in with confidentiality as well" Ashley continued.

The system delivers a complete overview of the Access Team's workload, where the pressures are, where the benefits are. The team knows where every piece of work is and what's happening to it. In conjunction with the Framework Case Management system the team can tell you what's happened to every single call and every piece of work that has come into the team. "I know how many calls are made by which Access Officer, what they've done, who to... It's a great monitoring tool for staff."

The **rostrvm** system was implemented in parallel with wide ranging changes to the whole Access Team service. Initially **rostrvm** was set up to capture very detailed information. As the service has matured the **rostrvm** implementation has been fine tuned to simplify processes whilst capturing the key information.

Ashley explained "Because we can configure CallGuide and tailor specific statistics to suit, the system can do specifically what I really need."

Before the Access Team was reformed into its new structure and provided with the **rostrvm** call handling tools a study showed that around 15% of calls were fully handled at the first point of contact; the vast majority of calls were referred to third parties or other social service areas. The expectation was that the revised service would increase the proportion of calls handled at the point of entry to 45%. The team actually completely handles more than 70% of contacts – the first-call completion rate has more than quadrupled - as well as delivering a quality experience to callers the Access Team has reduced the pressure on other Social Services delivery teams.

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