

## Case Study



Nottinghamshire County Council has deployed **rostrvm** to meet its call routing requirements and to deliver CTI facilities in cooperation with the CRM system.

Industry Sector

**Local Government**

**Customer Service Centre**

### **Nottinghamshire County Council – Customer Service Centre**

Nottinghamshire County Council has a reputation for efficiently delivering high quality public services and is rated as a four star Council by the Audit Commission, the Government agency responsible for assessing local government performance.

The Customer Service Centre forms part of the Council's Access & Communications programme and aims to provide a single point of telephone access to more than 360 council services.

#### **The Challenges**

The Authority set up a pilot Service Centre in 2003, delivering a small range of services. Following the success of the pilot the decision was taken to expand the concept to over 360 Council services including free schools meals, waste and recycling enquiries, employment service, transport information, adult residential care payments, highways enquiries.

The key objectives of the project are to improve the "customer experience", making it easier for customers to contact the council and talk to an advisor at the first point of contact, at a time which suits them.

The Centre handles customer contact via the telephone (both inbound and outbound calls), email, fax and white mail.

At the technical level the chosen technology has to integrate with the Council's existing telephony and IT technology as well as cooperating with the recently implemented Lagan Frontline, CRM system to support advisor efficiency.

Important facilities include

- Call transfers (both to internal and external numbers such as district and borough councils and other partnership agencies)
- Ability to make outbound calls
- Automatic caller identification and validation
- Screen Pop/ Screen Synchronisation.

#### **The Solution**

The Council has deployed **rostrvm** call centre software to meet its call routing requirements and to deliver CTI facilities in cooperation with the CRM system.

The **rostrvm** system 'overlays' the Council's Ericsson PBX infrastructure to enhance existing investments and to provide a common technology infrastructure.

Customer Service Centre advisors use the **rostrvm** desktop application to answer and handle the call.

The system also has provision for extensive management information to enable advisor activity to be measured both on the phone and whilst performing administrative tasks delivered via **rostrvm** SuperVisor.

Project Objectives

To improve the "customer experience", making it easier for customers to contact the council and talk to an advisor at the first point of contact, at a time which suits them.

"The Customer Service Centre isn't just about handling large volumes of calls efficiently; it's about taking ownership and dealing with customers' problems effectively"

Sarah Thurlby  
Project Manager  
Nottinghamshire County Council

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## Case Study Continued:



### rostrvm software used

rostrvm CallManager

rostrvm CallDirectorACD

rostrvm CallGuide

rostrvm SuperVisor

### Back office MIS

Service Centre advisor activity is measured both on the phone and whilst performing administrative tasks. Management Information is delivered via rostrvm SuperVisor.

### The Results

Development of the Customer Service Centre is driven by the Council's own research showing that for 76% of people the telephone is the customers' preferred method of contact.

The Customer Service Centre is live and services can be accessed via a single golden number. More services are being added on an ongoing basis.

The **rostrvm** system helps the Council to deliver customer service efficiently and effectively.

"The Customer Service Centre isn't just about handling large volumes of calls efficiently; it's about taking ownership and dealing with customers' problems effectively. Our staff deal with a range of customer contacts, supporting the Council to resolve issues" commented Sarah Thurlby, Project Manager, Nottinghamshire County Council.

Call types vary throughout the day and across the year. For example as the academic year starts the centre handles a surge of calls about school transport and school meals and when there is a cold snap there is a corresponding rise in calls about road gritting.

The success of the Customer Service Centre also provides a platform for innovative new services such as Bassetlaw's "Transport to Health", a partnership with the Primary Care Trust, the District Council, voluntary and community groups and 50Plus Nottinghamshire assisting people with a medical problem to travel to hospitals, GP surgeries pharmacies.

Implementing the Customer Service Centre has been a complex project involving identification and equipping new premises, recruiting and training the team to deliver the service as well as deploying the Contact Centre technology.

Sarah Thurlby has been involved with all aspects of the project and commented

**"Working with rostrvm has been very straightforward. They have taken the time to understand our needs and delivered exactly what we need."**

Sarah Thurlby  
Project Manager  
Nottinghamshire County Council

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