Case Study: EK Services & Civica UK Ltd.

EK Services and Civica work in partnership with Canterbury City Council, Dover District Council and Thanet District Council. They deliver revenues and benefits operations and support telephony for the council contact centres, East Kent Housing and Marlowe Theatre.

Industry Sector

Local Government Shared Services

Project objective

To provide proactive customer service and optimise resources to save costs.

"**rostrvm** gives us a complete view of contact centre performance. Average handling times are down and so are queues."
Neal Robertson

EK Services (EKS) is an award-winning public sector partnership. It provides ICT and HR services to Canterbury City Council, Dover District Council, Thanet District Council, East Kent Housing and the Marlowe Theatre.

Civica delivers revenues and benefits operations including debt collection to the three council authorities. It supports telephony for the council contact centres, East Kent Housing and the Marlowe Theatre.

As part of this, they have a single 90-seat contact centre hosted on-site to communicate with customers. The centralised **rostrvm** platform is shared and allows for remote working. They benefit from:

- Inbound contact management, including intelligent routing.
- IVR.
- Outbound contact handling.
- **CallBack** functionality.
- Email routing.
- SMS.
- Performance management tools.
- Call recording for quality assessment and compliance.

Crucially, **rostrvm** adds value by giving EK Services and Civica the flexibility needed to make changes.

The challenges

Local councils need to optimise resources to provide great customer service whilst taking account of cost. They must also be able to respond to future change.

One of the biggest challenges facing local councils is the volume of contact and the changing requirements they receive for the myriad services they deliver. In East Kent, Key Performance Indicators (KPIs) are set to measure performance and ensure great customer service.

The solution

Originally, Canterbury City Council brought in **rostrvm** to provide services to the Canterbury contact centre alone (2008). This worked very well and then Dover implemented **rostrvm** too.

In order to optimise efficiency in their operations, the integration of local services was discussed between Canterbury, Dover and Thanet. The concept of using **rostrvm's** flexibility and functionality even more was considered across the three sites.

By sharing a single **rostrvm** platform several advantages could be enjoyed, including shared costs, shared development and support – and, importantly, customers would benefit from a seamless service.

To achieve this, the three council contact centres' services were integrated onto one **rostrvm** platform.

This provides a virtual operation, which allows for greater resilience, covering about 24 services. One team, headed by Neal Robertson, administers the system.

rostrvm

Highlight

The benefits of sharing a single **rostrvm** platform include shared costs, development and support. This provides great flexibility.

Key advantage

"Advisors can work at any of the sites and they can also work from home. We can feed data from other systems into **rostrvm.**"
Neal Robertson

"Skills routing results in more First Call Resolutions and improves customer satisfaction."

Lola Leveridge

The results

There are numerous advantages to having a shared service with **rostrvm**; firstly, contact centre advisors can be at any of the sites – Canterbury, Dover or Thanet - whichever is convenient, and they can also work from home. This provides massive flexibility.

At peak times calls and emails can be shared from any site, to balance out the contact volumes received. For example, if a Council Tax query is picked up at Dover, it can be dealt with at Thanet or Canterbury, as required.

Queue reduction

One of the biggest challenges in any contact centre is reducing queues. Civica looked at the most common inbound customer queries to see how best to use **rostrvm** to tackle them. The main one was bin collections.

Now the local authorities have a message on the IVR asking customers if their call is about bin collections. Instead of queueing they can opt to receive a text with a link to a site where they can channel shift and self-serve for the answer. If a customer still wants to speak to an advisor and the lines are really busy, **rostrvm** can also create a **CallBack** in the system for them.

IVR messages can be changed when necessary, in line with seasonal operations.

The contact centre can also blend, based on skills-based routing, feeding calls to the most appropriate and available advisor.

They can make changes instantly, reacting rapidly to feedback or new circumstances by adjusting agents' scripts.

Personalised contact

These days, customers appreciate a certain amount of personalisation in their communications. Lola Leveridge from Civica said, "A great benefit of **rostrvm** is being able to have web forms capturing customer information – their name, telephone number, email and what the enquiry is about.

"This is sent through to the contact centre, which helps speed up communications. The contact is routed through to the most experienced team member in the particular area, which results in a greater number of First Call Resolutions and improves customer satisfaction."

Neal Robertson adds, "With intelligent routing, we can feed data from other systems into **rostrvm**. So, for example, if a customer contacts us from a known number and our insight is that they are in arrears, or subject to other specialised action, the system will patch them through immediately to the right operator. This means they don't have to navigate the IVR process."

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rostrvm

EKservices

Flexibility and autonomy

rostrvm adds value by giving EK Services and Civica the flexibility it needs to make changes going forward. EKS had a training workshop with Rostrvm and now have the capability to build their own reports. It provides them with the autonomy to be proactive as they know how to tailor reports exactly to requirements.

Neal Robertson explains: "If our contact centres want to make a change, they only have to do it once on the central system and it updates all relevant places. For example, one change can put a message out across over 30 lines. It's fast, provides consistency and prevents errors from creeping in."

Neal adds, "The **rostrvm** agent dashboard gives managers a complete view of how the contact centre is performing – things like handling times. They can see where we need to improve. As a result, our average handling times are down and there has been a reduction in queues."

Customer Service team leaders can also capture call recordings and store them on the **rostrvm** system. They're easily retrievable when they need to hear a specific recording for training, quality and compliance purposes.

As Civica has complete control it can test new campaigns. At the end of every call, intelligence is captured about what it was about – e.g. if it was Council Tax there might be say, eight different reasons for calling – was it regarding a bill received; or a recovery notice etc. This information allows the teams to benchmark their key activities and test the success of various marketing initiatives etc.

Civica has been encouraging customers to self-serve using online forms to save them time queuing for an advisor. The forms are also available at evenings and weekends when the contact centre is closed. Customers use it to report a change, for example, if they're moving house. Civica is able to benchmark its success by measuring how many customers have completed since it had the online forms compared to previously. It has proved to be a major benefit.

rostrvm's functionality has enabled the service to be extended to other teams, not just the contact centre. The staff have been trained by the Rostrvm project team so that they can configure the system as needed – they just implement the necessary licences and off they go.

rostrvm

Highlight

rostrvm's functionality has enabled the service to be extended to other teams, not just the contact centre.

Lola Leveridge adds, "We all see the value of the Intelligence and Reporting stats provided by the **rostrvm** system. This is a long-term relationship and we're looking to introduce fully-blended web chat and can't wait to see what the next upgrade will bring in terms of even more flexibility and other benefits."

Neal Robertson concludes: "Using **rostrvm**, Civica helps its customers provide excellent services to their communities by delivering high-quality business and technical facilities. We're excited about the future."

Conclusion

"Using **rostrvm**, we help customers provide excellent services to their communities by delivering high-quality business and technical facilities. We're excited about the future."
Neal Robertson

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About Rostrvm Solutions:

Just add rostrvm

rostrvm simplifies your existing call centre and back office technology and processes so that they play well together. We do this with innovation and flexibility; qualities that are all too rare in a market that is largely served by traditional offerings from the traditional vendors with the traditional limitations.

We deliver tailored solutions and a unique combination of benefits that leave our competition standing:

- Commercial frameworks that really benefit your business**. rostrvm** works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.

- Support and improve any telephone system and IT environment. Why throw away your existing investment when you can enhance it cost effectively and with minimal risk?

- A truly integrated platform that supports truly integrated functionality. One administration, configuration and information environment for total control of inbound, outbound and back office contact and processes.

Our company

Rostrvm Solutions is part of IMImobile. We design, develop and support the **rostrvm** suite of applications with a dedicated team of experts.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core contact handling and process management functions. See our web site for more case studies.

What now?

You can find out more about us and what we do on our web site. If you like what you see why don't you drop us a line or give us a call to arrange a meeting? We'll make it worth your while.

All of our people are contact centre and process management experts with years of experience. We're used to dealing with all sorts of people, from those who know exactly what they want to those who haven't got a clue!

We don't have all the answers but you can be sure of the knowledgeable approach and the can-do attitude that consistently meets and exceeds the expectations of our customers, so they can do the same for theirs.

We look forward to hearing from you soon.