



South Gloucestershire Council

Using Contact Centre application and call recording to improve customer service to the Public

South Gloucestershire Council was created in 1996 as part of the government's plan for the reorganisation of local government. It was formed from the previous districts of Kingswood and Northavon and part of the former County of Avon. As a unitary authority, it provides all the services that in other places are operated by separate district and county councils.

Challenges

To obtain advice from the council, the Public had to call many different numbers. The council recognised that their service could be improved by offering a themed Contact Centres. The Public would call just one telephone number for a particular service.

Solution

After evaluating a number of products, the council chose a total OMNIWorks solution from Teltronics on the basis of performance, value for money and ease of support. The Contact centre is used for routing calls to the best qualified advisors in conjunction with call recording to record calls for both business reasons and as a basis for an Advisor Training and quality program. The solution includes Interactive Voice Response (IVR) capability to offer a large range of Menu welcome messages and options tuned to each different Department's business needs. The new system has met all the council's operational requirements and "our help desk advisers prefer the new technology," says Brian Goalby, Project Manager. South Gloucestershire has currently over 55 OMNIWorks users and is looking to expand this in the next 2 years.

Benefits

Using the reporting tool of the solution, the council has improved the effectiveness and efficiency of the themed Contact Centres. "The reporting facility gives us a pattern of calls throughout the day and enables us to use our help desk advisers more effectively" explains Janet Faire, (Finance and Support Services Manager). The reporting capability is also used to assist help desk advisers obtain their NVQ accreditations.

"The Teltronics solution has helped us become more efficient enabling us to dramatically increase our call answer rate from 25% to 85%. The reporting facility of the Teltronics solution Provides us with a pattern of calls throughout the day and enables us to use our helpdesk advisers more effectively and provide a best practice service to our customers" explains Brian Goalby (Contact centre Project Manager).

Futures

The Council is in the process of having all inbound calls to the Council handled through the Teltronics Contact Centre process. A central Corporate Contact Centre team will provide all the benefits of the Contact Centre process and its associated reporting systems to cover all callers and users in the council. Replacing Switchboard operator services, the target is to provide a single call, one stop response to as many callers as possible while retaining the option to connect calls to back office staff or to the other already established dedicated themed Contact Centre teams. The extension of call handling to all Council e-mail traffic and integration to Microsoft CRM are other activities planned for implementation in the coming months.