

# Case Study: Rushmoor Borough council



## Business Needs

Rushmoor Borough Council (RBC) is centred in Farnborough, Hampshire. The council launched an initiative titled 'Putting the Customer First' to improve its customer service. Integral to the initiative was the council's new Customer Service Unit designed to provide a one-stop service point to the council's citizens.

RBC is managed by a relatively small number of council officers as many of its services, such as waste management, are outsourced to third party contractors. Formerly customers could be passed around the organisation in the attempt to resolve their enquiry. RBC needed a new CRM system to assist with the centralised management of citizen requests for both third party and internal services.

## Microsoft Dynamics CRM

Optevia won the RBC CRM tender in early 2006 with a bid that combined the company's Local Government Template with the strength of Microsoft Dynamics CRM.

Rushmoor Borough Council selected the following Local Government Template services:

- Abandoned Vehicles
- Allotments
- Bulky Waste
- Cash collection
- Complaints
- End of Life vehicles
- Fly Tips
- General enquiries – for all services
- Graffiti and Fly Poster removal
- Grass Cutting
- Land Charges
- Leaf Clearance
- Licensing
- Parks and Play Areas
- Pest Control
- Planning Applications • Refuse Bins
- Street Cleansing

Optevia provided the following key services as part of this deployment of Microsoft Dynamics CRM at RBC:

**Discover:** A full analysis of RBC's business requirements and the subsequent creation of a detailed CRM delivery plan

**Design:** The complete design of a CRM solution to meet the requirements articulated during the Discovery project.

**Develop:** The development of CRM solution, based on Microsoft Dynamics CRM for both front and back office users; including integration.

**Deploy:** The training of end-users, administrators and IT specialists, plus post go-live services including application support & maintenance.

### RBC future plans:

Now that the first phase of the CRM solution has been successfully delivered to RBC, the council is planning to roll-out Microsoft Dynamics CRM to all of its 300 staff. There are also plans to further modify some service processes such that they are handled by a combination of the Customer Service Unit and the council's associated back-office departments.

## For more information, please contact

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