

Bromley aims for citizen self-serve with Microsoft Dynamics CRM



THE LONDON BOROUGH

Overview

- Challenge**
 Deliver a faster, more efficient service to customers by streamlining back-office IT systems that support the majority of routine calls to its contact centre.
- Solution**
 Optevia, an IT consultancy specialising in the design and integration of Customer Relationship Management systems, implemented its Local Government Templates and Microsoft Dynamics CRM into Bromley Council's contact centre.
- Results**
 Contact centre staff have rapid access to accurate citizen information that helps them deliver a far more professional service.

The London Borough of Bromley

The London Borough of Bromley is London's largest borough, taking in Beckenham, Penge, Orpington, Biggin Hill and Chislehurst as well as Bromley itself.

From bustling high streets to tranquil rural villages; London's largest borough is full of contrasts and possibilities.

The London Borough of Bromley Council (Bromley) prides itself as having made its own special contribution to creating and maintaining a pleasant environment for its 300,000 residents.

Challenge

Bromley deals with many complex issues and with some of the most vulnerable members of the community. However, 90 per cent of calls that come into contact centre operatives are fairly routine and not detailed service requests; invariably citizens will want to know when something opens, when can they expect something or how they go about obtaining it.

Historically, the contact centre required staff to be trained on a variety of back office IT systems; at times they could be expected to use 5-6 different systems to answer a single enquiry from a citizen and, often would find themselves duplicating the same information into those different systems.

In addition, as Sally Hodgson, Customer Contact Centre Manager at Bromley points out: "If a customer called to report a missed bin collection they would be requested to provide up to date contact information; and if that same customer called with a parking query, again the same information would be requested. This was not particularly customer focused or efficient."

Bromley wanted to have a single system in place to train customer services specialists on and, one system which would include the business rules and all the links into the back office systems built in. "By doing this, we could provide a swifter and more efficient service to customers and at the same time achieve more flexibility within the contact centre," comments Sheila Bennett, Head of Customer Services, Communications and Consultation at Bromley.

Solution

Bromley embarked on a **Customer Access Programme**, with the objective of improving customer satisfaction. "90 per cent of our initial contact with customers is routine. If we can deal with straightforward requests quickly, efficiently and at that first point of contact in a way that makes people feel comfortable, then we will achieve our objective of this programme," comments Bromley Chief Executive, David Bartlett.

After careful review of multiple CRM systems, Bromley opted for Microsoft Dynamics CRM as the backbone of its customer services and contact centre infrastructure.

Microsoft Dynamics CRM is a generic CRM application that operates just like Microsoft Office; it can be accessed through Microsoft Outlook, Internet Explorer and Windows Mobile.

Microsoft Gold Partner Optevia, an IT consultancy specialising in designing and integrating customer relationship management, was responsible for the entire systems design, development and deployment.

In addition, Optevia implemented its Local Government templates alongside Microsoft Dynamics CRM. The templates are essentially forms with some local authority business processes behind them. For example a form to help deal with abandoned vehicles or nuisance vehicle requests.

"It basically means you do not have to start from ground zero," comments Olajide Iyaniwura, Programme Manager at Bromley.

He adds: "By selecting Optevia's Local Government templates, we estimate that implementation time of the system was reduced by 40 per cent."

Key to success:

From the outset, Bromley knew that if its CRM roll-out was to be successful then it would need to work closely with senior managers and users alike. "We designed the solution in collaboration with the business units across the council," comments Jim Haslam, Bromley's Assistant Director of Business Solutions & ICT.

He adds: "We had a core project team working closely with stakeholders – including service managers and contact centre operatives - looking at the processes in place, redesigned those processes and built them into the system."

Results

As a result of the CRM, Bromley is now in a better position to be able to give the correct information to customers more quickly. It has enabled them to provide a much more professional service.

At an operational level, departments are also seeing improvements in the efficiency of service delivery. "The waste management team and the contact centre have always had a strong relationship," comments John Bosley, Waste Contracts Manager at Bromley.

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"But we have seen an improvement in the accuracy of information provided as a result of the development of the Local Government templates. We get the right information at the right time, and once that information is updated on one part of the system it is updated across the entire system. We no longer need to rely on paper copies."

The entire project was completed in under four months.

The Future

Since going live with a variety of services covered including Environmental Services, Council tax Services, and freedom of information enquiries Optevia has successfully upgraded Bromley from Microsoft Dynamics CRM version 3.0 to 4.0. In the short term Bromley will also be adding additional services such as Street Services and Pest Control Beyond that, Bromley will bring CRM even closer to the customer. "In the future, and where appropriate, we want customers to self-serve on a 24 hours, 7 days a week approach," comments David Bartlett.

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About Optevia

Since helping launch Microsoft Dynamics CRM, Optevia is now Microsoft's premier Dynamics CRM public sector partner focusing on government agencies, local authorities, regulators, fire & rescue services, and licensing & grant organisations, including regional development agencies.

Optevia has a range of Dynamics CRM Essentials software products which reduce the cost and timeframe for delivering CRM solutions. The range includes value-add services, which ensure end-user adoption, post implementation support, and return on investment in Dynamics CRM.

Completing over 60 Dynamics CRM deployments, customers include:

Kent County Council, Local Government Association, The Pensions Regulator, Ofsted, The Arts Council, The London Development Agency, Kent Fire & Rescue Service and The Forensic Science Service. www.optevia.com



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