

# Welsh Assembly Government HR Department manages workload dynamically and improves customer service with Microsoft Dynamics CRM

Optevia



## Llywodraeth Cynulliad Cymru Welsh Assembly Government

The Welsh Assembly Government's (WAG) human resources (HR) team functions across several locations. 50 team members serve a staff of around 7,000. In 2007, the main body of the team was brought together to work centrally, dealing with both HR and facilities management issues from the vast majority of the Government's staff.

The co-location of the majority of the HR team highlighted a lack of consistency in working methods across the group. With no single system in place, tracking and reporting work was difficult. There was no holistic view of the work in the contact centre and therefore it was difficult to manage capacity. Further all staff would be interrupted by calls indiscriminately, which had an impact on productivity.

There was a clear need to both structure the team differently and to put in a system to support that change of working style.

The team assessed two different CRM systems but they were deemed too costly and inappropriate to their needs. Internally, the HR delivery team had heard that another WAG department – the Department for Economy and Transport (DE&T) – were using Microsoft Dynamics CRM customised and integrated by Optevia.

DE&T had already implemented Microsoft Dynamics CRM version 4.0 to handle its stakeholder relationship and case management needs. A significant feature of this version of the Microsoft application is its multi-tenant architecture which means that DE&T could host the HR team's CRM on its server. Quite apart from any cost savings in terms of

infrastructure investment, the immediate benefit for the small HR team was the opportunity to capitalise on the technical expertise of the larger DE&T team – invaluable since they had no technology skills to draw on from within their own team.

The HR delivery team decided to go ahead with a multi-tenant implementation customised by Optevia to handle the contact centre queries for HR and facilities management. The system went live in November 2008 and is now handling around 1,000 queries a week.

The contact centre staff is now structured into three tiers. Tier one is the first point of contact for Welsh Assembly Government staff ringing in with HR and facilities management related queries and answers 80% of the calls into the centre. Tier two handles written enquiries coming into the centre by email. Tier three looks after detailed and specialist queries.

The team has targets to benchmark success in terms of workload and flow, but the major business benefit of the new system has been the visibility it has afforded into the contact centre.

"We knew staff were busy," said Peta Davies, project manager, HR delivery team. "But we had no clear sense of where the work was coming from and no way to plan resources to manage peaks in demand. Now we are able to allocate resource appropriately to meet that demand."

The system is helping the HR team deliver a more professional service to its internal customers. The team has a clear view of workload and is able to highlight peaks of activity and can therefore move resource where it is needed most. The reporting has been very well received by management for its ease of use and the quality of intelligence it brings. They are now beginning to analyse the nature of the queries being raised, delivering insight from across the workforce, for example into how new policies are being received.

The WAG HR team is also implementing Optevia Dynamic Decision to enable staff to request assistance via the HR intranet. Common generic enquiries are captured through a simple question and answer script. This is then sent up via the CRM system to the call centre and the case is allocated automatically and handled appropriately. As this future functionality comes online, the customer experience is set to improve further. Given the success of the project the team also hopes to integrate other corporate services into the function in the future.

## About Optevia

Optevia is an IT consultancy specialising in designing, implementing and integrating customer relationship management systems for public sector organisations throughout the UK and Ireland. Optevia has a long pedigree of delivering customised CRM, business intelligence and data management systems to public sector organisations, based on Microsoft technology.

Optevia's solutions are designed to address its customers' needs for low risk, standardised, easy to integrate, easy to use, shared service and SaaS ready software. Optevia's engagements are delivered on specification, on schedule and on budget.

[www.optevia.com](http://www.optevia.com)

## About Microsoft Dynamics

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialised services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

[www.microsoft.com/dynamics/crm/default.aspx](http://www.microsoft.com/dynamics/crm/default.aspx)

## About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

[www.microsoft.com](http://www.microsoft.com)

## For more information, please contact

### **Tim Vernon**

**Managing Partner, Optevia**

[Tim.vernon@optevia.com](mailto:Tim.vernon@optevia.com)

Tel: +44 (0)7976 651090

### **Gavin Loader**

**PR, Optevia**

[Gavin.Loader@optevia.com](mailto:Gavin.Loader@optevia.com)

Tel: +44 (0)7977 138 512

### **Toby Gavin**

**PR, Optevia**

[Toby.Gavin@optevia.com](mailto:Toby.Gavin@optevia.com)

Tel: +44 (0)7912 582 003



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