



**Customer:** Kent and Medway Fire and Rescue Authority  
**Web Site:** www.kent.fire-uk.org  
**Customer Size:** 100-5,000  
**Country or Region:** United Kingdom  
**Industry:** Local Government  
**Partner:** Optevia

#### Customer Profile

Kent Fire and Rescue Service is responsible for fire safety and rescue services for more than 1.6 million people and is one of only two fire and rescue services rated “excellent” by regulators.

#### Software and Services

- Products
  - Microsoft Dynamics CRM
  - Microsoft Office SharePoint Portal Server 2003
  - Microsoft Site Server 3.0

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## Fire Service Uses CRM Tool to Target Home Fire Safety Checks

“We wanted to better connect our HFSC and community fire safety work with the public. By scheduling appointments for stations and teams through a customer relationship management (CRM) system, we wanted to make it easier to capture and interrogate the data resulting from HFSCs while improving our service to the public”

Jon Chapman, Community Safety Development Manager for Kent

*Kent Fire and Rescue Service is responsible for delivering fire and rescue services for more than 1.6 million people in the county. Home fire safety checks (HFSCs) are essential to fire prevention work, with an emphasis on vulnerable and hard to reach groups. Microsoft® Gold Certified Partner Optevia customised Microsoft Dynamics™ CRM to give Kent an integrated solution for community safety work. It is improving efficiency and helping to join up services with other statutory authorities.*

### Business Needs

As one of only two fire and rescue services in England rated “excellent” by the Audit Commission, Kent Fire and Rescue Service takes a leading role in promoting the modernisation agenda for the country’s 46 fire services. Home fire safety checks (HFSCs) are now a major tool in fire prevention work. Best practice dictates that targeting the service at vulnerable and hard to reach groups is the best way to reduce fire

deaths and injuries in the home. Using the Fire Service Emergency Cover (FSEC) toolkit, output areas in Kent and Medway are assigned risk ratings, but Kent was looking to supplement this with a customer relationship management solution. Community safety teams wanted to import information about vulnerable households as leads and then create campaigns to publicise HFSC visits, and manage responses.



Jon Chapman, Community Safety Development Manager for Kent, says: “We wanted to better connect our HFSC and community fire safety work with the public. By scheduling appointments for stations and teams through a customer relationship management (CRM) system, we wanted to make it easier to capture and interrogate the data resulting from HFSCs while improving our service to the public”

As well as targeting HFSCs towards “at risk” customers, Kent needed to strengthen several other aspects in the service to improve customer satisfaction. It wanted to:

- Integrate customer requests through the national E-Fire portal with the CRM system.
- Permit the public to book a time for an HFSC rather than just request a home visit.
- Use workflows to automatically alert community safety teams about a particular customer’s non-fire service needs such as social services or benefits.
- Extend the use of the CRM system to fire service teams using mobile devices.

## Solution

Microsoft® Gold Certified Partner Optevia has customised Microsoft Dynamics™ CRM as the principal database for customer details. The service is using the technology to schedule appointments with HFSC customers and to log other community fire safety work, such as visits to schools.

Production of the solution started in September 2006 and it went live in May at the brigade’s 22 whole-time and day crewed fire stations. The retained stations staffed by part-time fire fighters, will use it in a second phase of implementation.

Richard Jones, Sales Director, Optevia, says: “Microsoft Dynamics CRM generates the risk assessment form for the HFSC, which is printed

out on the station prior to the home visit. The data captured is input into the CRM system using a page generated in Microsoft Office SharePoint® Portal Server 2003. The technology tags the results of the visit to the customer record, along with records for any other community fire safety interaction, such as fire setter advisor visits and youth diversion schemes.”

The novel solution, which Kent plans to showcase to other fire and rescue authorities, makes use of many key features of Microsoft Dynamics CRM and specifically its case handling and marketing functions.

Kent has implemented Windows Mobile® as well as Microsoft Dynamics CRM Mobile with five users currently live, and more users coming on stream over the next six months.

Paul Grout, Assistant Chief Fire Officer, Kent Fire and Rescue Service, says: “The implementation of a CRM system has given us a tool to better manage the delivery of our community safety programme, especially HFSCs. Benefits have included a better service to the public and the ability to deliver an increasingly targeted approach to fire prevention work.”

## Benefits

Kent is better placed to meet government safer communities’ targets for reducing deaths from fire because the CRM software is targeting vulnerable groups in the community for HFSCs. Managers have better tools for monitoring the performance of each fire station on HFSCs and community safety work. Through Microsoft Dynamics CRM, partnership working with other statutory agencies, including local authorities and the police, has been improved.

□ Automated reports can easily be generated, showing how much time each of the 22 full-time stations is spending on HFSCs and community fire safety work, as well as the total number of HFSC completed.

□ Workflow in the CRM system helps fire stations alert community safety teams and other agencies to customers with special needs that are not the direct responsibility of the fire and rescue service.

□ The CRM system is improving internal collaboration between different departments of the fire authority, such as education, youth diversion, and fire setters. If an HFSC identifies a fire setter in a household, workflow will automatically send an e-mail message to the local fire setter officer.

□ It is easier for the brigade to capture and manage inbound requests for HFSCs from the Internet and from the national E-Fire portal, resulting in safer communities throughout the county.

\* There have been notable increases in the number of HFSC undertaken due to improved efficiency.