

## **Telford & Wrekin Council - A Dynamic Approach to Public Engagement**



Telford & Wrekin Council uses Optevia's support services and Local Government Essentials to deploy Microsoft Dynamics CRM and enable a transformation of the public experience

Proven public sector CRM reseller and integrator, Optevia, provides consultancy, training and development guidance on the in-house deployment of a new authority-wide Microsoft Dynamics Customer Relationship Management (CRM) system to Telford & Wrekin Borough Council. The Optevia support services will ensure the Council receives good end-user adoption and a faultless deployment of the CRM system. EDS, direct contractors to the Council, selected Optevia to deliver support services for the Council's CRM solution.

Along with its support services, Optevia also deployed its Local Government Essentials, software products which provide a host of pre-built business processes, integrations and work-flows to help reduce the cost & timeframe for delivering the CRM system.

A three phased project, phase one, which is due to go live in April 2010, includes the deployment of Optevia's Local Government Essentials, in-house deployment of Microsoft Dynamics CRM, introduction of mobile working so that environmental service updates are available in real time to the call centre and the integration of the following council services with the CRM system:

- Northgate's M3 system for environmental maintenance enquiries
- VisionWare's MultiVue system for Master Data Management
- National and Local Land and Property Gazetteer for addressing purposes
- ESRI's product Arcserver to enable mapping of enquiries and incidents.

Mark Jones, CRM Project Manager, Telford & Wrekin Borough Council comments: "CRM will improve efficiency, reduce duplication to help create a more focused and leaner Council and will become the backbone of the Council's Modernisation Information Programme<sup>1</sup> and the key to helping the authority realise its Efficient Effective Council Priority Plan<sup>2</sup>.

We are committed to transforming and improving the public experience. We are creating a more modern and efficient authority that responds quickly to the needs of our residents."

Tim Vernon, Managing Director, Optevia comments: "A major project objective is to ensure the Council is fully equipped to manage ongoing system enhancements and development of the CRM. The system will be implemented using a partnership approach where the Council's CRM team is fully trained in CRM customisation and development. It is proving to be a very effective approach with the Optevia's Local Government Essentials providing a strong platform for ongoing and future CRM development."

## Future

Phases 2 and 3 of the project will include implementation of further services and will web enablement of the earlier phase as well as integration with the Council's EDRMS.

## Notes to Editors

1 & 2. The Council is deploying CRM as part of its Modernisation and Information Programme (MIP) which supports the authority's 'Efficient Effective Council Priority Plan' - an ambitious programme that seeks to ensure that the authority is an 'efficient, effective and customer focused council that delivers value for money to its community'.

## About Optevia

Optevia is a proven, CRM reseller and integrator, dedicated to the UK and Ireland's public sector with a special focus on fire & rescue services, central government agencies and local authorities. Optevia also serves regulators and licensing & grant management organisations, including regional development agencies. Since helping launch Microsoft Dynamics CRM in January 2004, Optevia has evolved to become Microsoft's premier Dynamics CRM public sector partner successfully completing over 60 deployments. Optevia has a range of value-add sector specific Optevia Essentials software products for all of the public sector markets it serves and a range of cross sector Optevia Dynamics software products – Optevia Dynamic Audit, Optevia Dynamic Decision, Optevia Dynamic Correspondence and Optevia Dynamic Portal. These help reduce the cost & timeframe for delivering high quality, low risk Microsoft Dynamics CRM solutions. The Optevia Essentials and Optevia Dynamics software products are provided with a portfolio of supporting Optevia business analysis, design, development & deployment services, so helping ensure good end-user adoption, post implementation support, and a return on investment in Microsoft Dynamics CRM.

## 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.

## For more information, please contact

**Tim Vernon**  
Managing Partner, Optevia  
Tim.vernon@optevia.com  
Tel: +44 (0)7976 651090

**Gavin Loader**  
PR, Optevia  
Gavin.Loader@optevia.com  
Tel: +44 (0)7977 138 512

**Toby Gavin**  
PR, Optevia  
Toby.Gavin@optevia.com  
Tel: +44 (0)7912 582 003



**Microsoft®**  
**GOLD CERTIFIED**  
*Partner*