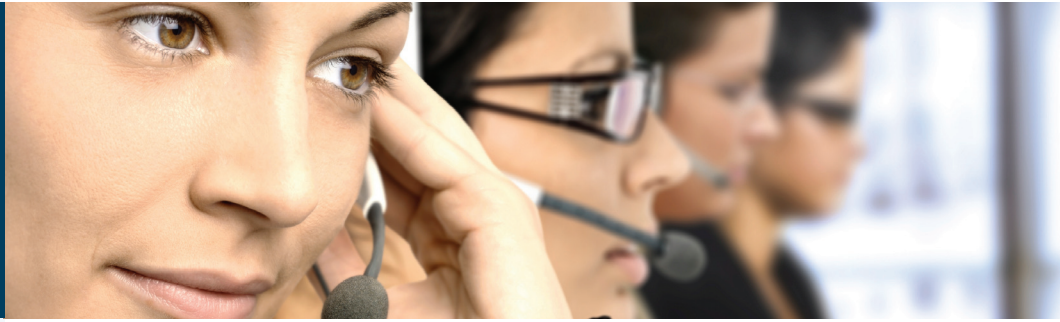


Cambridgeshire CC - Case Study

Contact Centre Integration

The Symology logo features the word "Symology" in a white serif font, with a registered trademark symbol. To the left of the text is a circular graphic composed of numerous small white dots arranged in a spiral pattern.

“I can’t say for sure how high the ROI is for any one part of the system, but there are great productivity enhancements from being able to deal with more issues, respond in a more timely fashion, and provide more confidence that the information is accurate.

In addition to those measureable benefits, it also improves morale and makes work easier and more flexible for inspectors.”

Cambridgeshire County Council has reduced costs and improved service by centralising all customer contact in a dedicated call centre, with operators trained to field calls on most council issues.

For highways queries, integration between the contact centre CRM function and their Symology integrated Highway Asset Management system was made possible by using Symology’s XML/SOAP Web Services based Customer Service Direct Interface.

The Insight Customer Services module receives requests through the interface, allowing these records to be created, progressed and linked to the Insight Inspections and Maintenance modules.

This makes it easy for centralised contact centre operators to field calls from members of the public and generate service requests in the back-office system.

“If you phone up to report a pot-hole, you’ll go through to our contact centre and all the details will be recorded on the CRM system and also in Insight”, says Chris Stromberg, Systems Development Manager at Cambridgeshire. “They’re not fully trained highways staff and they’re not expected to be. But they do have access to standard information, they can record the query, and the Customer Services module will then push it into the operational side direct to the relevant highways supervisor.”

Efficiency Savings

“The contact centre is a standalone council service offering call handling for other departments, with agreed service levels. It’s much easier for customers to have just one telephone number to access all council services. So, by early 2005, we were talking to them about how to take on highways. After several months of re-designing processes and creating staff training materials, we launched the service.”

“Currently, enquiries are logged in the contact centre CRM system, along with a service category, and then the actual detail of the call will be entered into the Insight Customer Services module Web interface. That pushes it into the Insight system in real time, where it’s automatically directed to the supervisor whose patch the road is on.”

Integration, Innovation & Integrity

"Back in 2005, our CRM software didn't have the Web Services technology required to integrate in real-time with Insight. Therefore there has been an element of double keying involved. However, the CRM software technology has now moved on, so we're currently reviewing whether the interface should be updated. Ideally, we want to configure the CRM software so that it captures the relevant data and transmits it directly into Insight."

Cambridgeshire's processes are also being impacted by legislation, like National Indicator 14 (Reducing Avoidable Contact), which aims to minimise calls from the public chasing progress on service requests. Chris continues: *"Insight is very configurable. We plan to get it to report back on calls that have been closed, or have some further information to go back to the public. When they are identified, the system will flag the contact centre to call them back."*

"In addition to the revised interface, we have yet another project in progress that's looking at Insight and trying to create an online call-tracking system providing the status of telephone enquiries. That's all facilitated by the Web-Services technology used by Insight, allowing queries on the data. We're also looking at making it possible for customers themselves to report things directly via the Web."

Mobile Device Facilities Integration

The Mobile Device Facilities module and the real time operation of the Customer Services module mean that it's possible for service requests taken via the contact centre to be with inspectors immediately on site and to be pushed back upon completion. Chris says: *"You get all the functionality for this built-in to the Insight software as standard. We're trialling a new mobile device now, and then it's just a question of implementing the business change processes behind it."*

"I can't say for sure how high the ROI is for any one part of the system, but there are great productivity enhancements from being able to deal with more issues, respond in a more timely fashion, and provide more confidence that the information is accurate. In addition to those measureable benefits, it also improves morale and makes work easier and more flexible for inspectors."

Integrity

As chairman of the Symology User Group, Chris, predictably, has close links with the company. He says: *"We've always had an excellent relationship with Symology. For example, I don't know how many other customers our Account Manager has, but he knows our system build and how we operate, so he's not starting from scratch every time. And all that information gets shared with the support team so, if we phone up with a particular support issue, they know how we work and are pretty good at diagnosing the problem. Additionally, we have just given them remote access, so they can log-in via a secure link and take a look themselves."*

"If you look back, the future's always been driven by legislative change, and Symology have always delivered. Plus, in the past, we have approached them on a number of issues and they changed elements of the product to suit. If the request you've got is reasonable, then they'll almost always consider adding it into their development plan."



"We've always had an excellent relationship with Symology"

"If you look back, the future has always been driven by legislative change, and Symology have always delivered."

Key Features

- Operational efficiency savings through centralised contact centre
- Simpler public interface with council services through single telephone number
- Customer Services module enables real-time entry and analysis of data
- Web-Services Interface option offers functionality via Web
- Full integration with Symology Insight Mobile Device Facilities module
- Faster response to enquiries for better performance on National Indicator 14 (Reducing Avoidable Contact)
- Multiple efficiency savings offer strong ROI and better working practices

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