



Customer Service Solutions

Implementation Options

Insight Customer Service is uniquely flexible in the ways it can be deployed. Implemented as an enterprise wide corporate customer service solution, the system can act as a "one stop shop" for dealing with all enquiries and requests that are made via numerous communication channels. Data can be interchanged with other modules of our Insight range, and with external departmental systems.

Alternatively, Insight Customer Service may be implemented as a departmental system, receiving input from a variety of different sources and enabling efficient actioning and feedback of information.



Increased Service and Staff Effectiveness

Service effectiveness begins with a comprehensive strategy and the ability to evaluate the effectiveness of your service against your goals. Insight Customer Service enables you to configure flexible and targeted strategies. As a result, service delivery is streamlined using automated critical path processes. These configurable processes eliminate the chance of requests being lost in the system and help avoid undue delays in service.

Customisation facilities exist to allow tailored action programmes to be established for each individual type of request. This helps staff to deal with the wide scope of different requests, maximises automation and productivity, and ensures consistency of approach with customers.

Customer Service staff benefit from an intuitive interface that provides quick access to comprehensive customer, request and solution information. When service issues require proactive management, automatic notification and escalation functionality ensures timely resolution, enabling your staff to deliver prompt, consistent customer service in a cost effective manner.

Infrastructure Referencing

The ability to reference each Customer Service request to a gazetteer and inventory of the infrastructure assets provides substantial benefits. It enables accurate locating of the matter raised. Even more importantly, it means the value of the information is maximised. Once the short-term matter is resolved, the data becomes available for the ongoing management process of determining future strategy for each asset.

When integrated with other modules of the Insight range, the Customer Service module comes fully into it's own, affording your customer service staff access to all the latest information which is relevant to the request being made. It also allows integration with inspection systems for follow-up investigation, and with work management systems for ordering services or taking remedial actions when required.

Customer Communications

Empowering customers with convenience and choice, regarding when and how they interact with your organisation, is key to maintaining customer satisfaction. You need to respond to customers through multiple channels quickly and consistently whilst maintaining a personal level of service. You also need to focus your customer service staff on tasks which increase efficiency or value in your customers' operations.

Insight Customer Service enables you to manage and operate a multi-channel contact centre cost-effectively by administering telephone, fax, letter, e-mail and web based points of customer interaction.

Total Service Delivery

In an Infrastructure Asset Management environment, it is essential for any successful Customer Service solution to have the capability to deal with the very wide range of different requests which arise.

Insight Customer Service is widely used across our customer base to provide effective management of issues such as building and highway defects, street lighting, service delivery failures, property defects, vandalism, abandoned vehicles, tipping, accident/liability claims, refuse collection failures, and requests for chargeable services.

Integrated GIS

Advanced Windows ActiveX technology is used to provide sophisticated embedded mapping functionality. This can be used to ensure accurate referencing of requests to assets, or plotting the precise location of a reported problem, no matter how imprecise the description may be. Transfer between the database and the map, in context, is instantaneous, effected by a simple button-push, and all without the costs and overhead of providing a full GIS system on each user's computer.

INSIGHT FOR CUSTOMER SERVICE

Maintaining a positive customer experience is the goal of every successful service organisation. To achieve this, you need to be able to respond quickly and accurately to customer requests, give customers a choice of how and when they interact with you, understand the value of your customers, and look for opportunities to increase the effectiveness of your staff, processes, and systems. Insight Customer Service provides the capabilities to optimise every step in your customer service processes, from initial request to resolution, and enables on-going performance management.

With embedded reporting tools, you can measure your progress on customer-related goals and match service levels to customer value. You can implement and manage corporate service strategies to deliver higher levels of service that inevitably lead to an increase in customer satisfaction.



Insight into Advanced Technologies

Symology's approach is not simply to implement the latest technologies in the easiest possible way - that would simply be "technology for technology's sake". Careful research and brain-storming ensures that the possibilities for maximum benefit are exploited to the full. Performance, practicality, and value for money, are ensured before applying the technology. This combination of innovation and skilful design provides many benefits for Customer Service operations.

The sophisticated application of flexible data storage and access techniques, provides the Customer Service operative with instantaneous access to all required information, both from within Customer Service and all other Insight modules. A single element of data is usually sufficient to locate existing records within the system.

Equally important are the system-wide facilities to store multimedia files, such as video footage, digital photographs, and scanned documents, ensuring that all relevant information is held in instantly-accessible form. The full power of Microsoft Word is available for automatic or manual production of letters and documents, using standard templates as required. Embedded email facilities are also available.

The ability to extract the required data, in the right form, is crucial for task management. On-line enquiry facilities offer sophisticated selection options. Output may be displayed in a grid, with the user able dynamically to select the precise columns of data required. The selected data may then be exported to Microsoft Word for automatic printing, to Excel or other office product, or in XML format. The XML option also enables a style sheet to be generated so that the XML file can be viewed in any modern web browser. The embedded report layout designer (based on Crystal Designer) provides seamless access to further filter the grid results, format the display, introduce graphics, produce totals and sub-totals, and collate/sort the data in any way required.

The system supports and utilises many leading edge technologies and standards, including ODBC, ActiveX, COM, CORBA, .NET, and XML. Many of these technologies are utilised to provide phenomenally powerful and seamless links with other products, including GIS, mobile data collection, quality reporting, and document production. The transaction-efficient Vision database system is recommended for optimum response times, with leading RDBMS systems such as Oracle and SQL Server for data extraction.

Insight is transferable (both technically and in licence terms) across all open platforms, both Microsoft and Unix/Linux systems, covering a full range of thick-client and thin-client (including browser-based) options.

INSIGHT FOR CUSTOMER SERVICE

Functional Overview

Street & Property Gazetteer

- Industry standard compliant
- Gazetteer maintenance system
- Additional user-defined data
- Inventory of Assets
- Asset attributes definition

Areas of Interest

- Polygon plotting on the map
- Geographic view/update security
- Work Allocation areas
- Political boundaries
- Inspector Patches
- Operational rounds
- Divisional Office areas

Applicability

- Highways and Property defects
- Street Lighting and Furniture
- Building Services
- Public Amenity areas
- Bridge and Structures defects
- Supply Failures
- Public Liability/Accident claims
- Scheduled Chargeable Services
- Environmental Issues
- Reports of Vandalism
- Service Delivery Failures
- Refuse Tipping
- Abandoned Vehicles
- General Complaints

Request Recording

- Single-screen recording
- Multiple issue logging
- Auto-prompting of actions
- Tailorable data entry sequence
- Avoids duplicate recording

Referencing Request Location

- Textual location descriptions
- Street Gazetteer referencing
- Section referencing
- Property Gazetteer referencing
- Inventory asset referencing
- Map co-ordinates
- Chainage-based
- Cross-Sectional Positions

Customer Communications

- Customer address recording
- Global Correspondents file
- Telephone requests
- Internet request recording
- Web Information system
- Incoming letter scanning
- Microsoft Word document production
- Standard & bespoke letters

Request Search Options

- Unique request reference
- Customer-supplied reference
- Street name and Location
- Property reference
- Asset reference
- Textual location
- Request Type
- Analysis Codes
- Report date range
- Geographic area
- Customer name
- Customer address
- File reference
- PostCode
- Map location

Service Actioning

- Multiple Request Types
- Automated action programming
- Operator service guidelines
- Allocation to contractors
- Appointments scheduling
- Action due lists/schedules
- High priority email prompting

Service Management

- Action-tracking and monitoring
- Dynamic escalation process
- Service/Action scheduling

Customising Facilities

- All codes user-defined
- Programmed Request Type life-cycle
- Standard document templates
- Auto-allocation rules
- Geographic area-based scheduling
- Enquiry screen formats per user
- Additional user-defined entry screens

Insight Module Links

- Multiple Insight databases
- Highways, Property, Grounds, Street Lighting
- Direct Insight Works Management link
- Direct Insight Street Works Register link
- Direct Insight Inspections/Mobile Devices link
- Departmental systems interface
- Corporate call centre interface
- Automatic feedback from linked modules

Inspections

- Inspection prompting
- Multiple inspection types
- Auto-allocation to inspectors
- Optimised inspector scheduling

Mobile devices

- Latest technologies
- Multi-function devices
- Map-based functions
- Satellite positioning
- Digital photography
- Remote Web Services connection
- Symology-developed software
- Automatic server compatibility

Universal Facilities

- Load-and-go functionality
- Inbuilt customisation options
- No site programming required
- Full module integration
- Intuitive user dialogue
- Office Products interface
- Access security
- Simple system administration
- Historical audit trails
- Working Days Calendar
- Due date progressing
- Performance Indicators
- Spatial Analysis

G.I.S

- Interactive map links
- Map layer defaulting
- "Area of Interest" definition
- Viewing/Plotting facilities
- Map-based location identification
- Seamless "in context" interface

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