



The London Borough of Waltham Forest – Transforming Customer Services

LogicaCMG's implementation of an integrated system for customer relationship management in the London Borough of Waltham Forest has improved customer service and transformed the way the authority can predict and respond to the changing needs of its community.

“For any authority, delivering good quality service with a reducing budget is a challenge. To actually improve service with a reducing budget is an even bigger feat. This is what LogicaCMG has helped us achieve.”

Chan Badrinath,
Executive Director,
Corporate Services,
London Borough of Waltham Forest.

London Borough of Waltham Forest Overview

The London Borough of Waltham Forest provides services and support to 225,000 people and handles over 900,000 enquiries every year from residents telephoning, emailing or visiting their web site or one-stop shops.

The Business Requirement

The London Borough of Waltham Forest wanted to transform its management of customer enquiries to increase efficiency and improve services.

The authority already had a basic customer relationship management (CRM) system and provided residents with a single telephone number for enquiries. However, it was becoming obvious that a more sophisticated set up was required.

The system in use only allowed for minimal details of an enquiry to be recorded so there was no way authority staff could monitor progress of a case or its outcome. Likewise, the system did not allow for any comprehensive reporting and it was difficult for the authority to identify common issues residents were calling about or how quickly they were being resolved. Six separate departmental databases meant that individual call centre staff specialised in different service areas and could only deal with enquiries relating to their field.

“ There was a lack of consistency in the way we were handling enquiries and we had no overall picture of how rapidly we were responding to a resident’s requests. We wanted to understand more about the issues that were causing residents to call in so we could improve service delivery and target the authority’s resources more effectively. ”

Penny Charlish-Jackson,
Customer Service Unit Manager,
London Borough of Waltham Forest.

The LogicaCMG Solution

LogicaCMG worked in close partnership with the London Borough of Waltham Forest to design and manage the implementation of a sophisticated customer relationship management system that would transform the way enquiries and complaints were handled across the borough.

The implementation has enabled Waltham Forest Direct, the customer-facing element of the authority, to offer 100% access to all council services via a single telephone number, email address or through one of the council’s one-stop shops. Residents can enquire about any matter, from social services or housing benefit to reporting a broken street lamp.

CRM is used in the Waltham Forest Direct service and in the back offices to raise service requests and complaints, track progress to resolution, and handle enquiries from councillors and Members of Parliament.

The new SAP CRM system has replaced six separate databases and links seamlessly with the back office so that service level agreements are instantly accessible and action can be taken quickly to resolve problems. A call centre agent can log a service request, such as the need to clear up some rubbish or graffiti, and this is picked up by the environmental services team for action. Residents can be informed immediately of when they can expect their enquiry to be resolved so there is no need for them to keep calling back to check on the status of their request. Repeat call levels have dropped significantly, response times have improved and abandoned calls have gone down.

The improved level of service was highlighted in a recent thank you note to the customer services team regarding three separate issues; a pot hole, the collection of a large fridge-freezer and some garden waste that needed picking up.

“ Within 24 hours the gentleman had received confirmation emails from us on each issue and more importantly, they had all been resolved. Although we still have a similar amount of resources on the ground, we are now able to get information on where problems are to the services teams more quickly so they can respond instantly. ”

Penny Charlish-Jackson.

Since the introduction of the CRM system, the ability to report on the types of enquiry being received has been invaluable. The authority can analyse current data on what issues people are calling or emailing about to highlight any trends, such as escalating incidences of graffiti

in a particular area. This is incredibly useful for councillors who need to respond to and predict the requirements of their residents. It also allows the council to prioritise and target resources more effectively. Community safety officers, for instance, have used the data on reported incidents of graffiti and fly-tipping to help target where they need to deploy people to prevent further incidents.

“ LogicaCMG has helped us provide a much better service to our residents and this is reflected in the dramatic reduction in the number of complaints our staff have received, which fell by 65% in a single year in one department. ”

Penny Charlish-Jackson.

The Benefits

- **Excellent Return on Investment:** An impressive 26% return on investment over 5 years and payback over 3 years and 9 months have been achieved by the reduction of licensing costs realised through the replacement of six separate databases and more efficient staffing in centres.
- **Better Quality of Service:** A 50,000 reduction in call numbers because 95% of calls are resolved on first contact and fewer people are calling to complain about the service they are receiving. Out of 900,000 contacts recorded in the year after implementation there were only 56 complaints received.
- **More Effective Targeting of Resources:** Staff work more efficiently and council resources can be targeted where they are most needed. Councillors are more aware of what issues their residents are calling in about and can address problems quickly. This, in turn, has contributed to the authority moving from a one-star to three-star status in the government's ratings in just one year.

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LogicaCMG is a major international force in IT and business services. It employs around 40,000 people across 41 countries. LogicaCMG's focus is on enabling its customers to build and maintain leadership positions using LogicaCMG's deep industry knowledge and its track record for successful delivery. The company provides business consulting, systems integration and IT and business process outsourcing across diverse markets including telecoms and media, financial services, energy and utilities, industry, distribution and transport and the public sector. Headquartered in Europe, LogicaCMG is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE:LOG; Euronext:LOG) and traded on the Xternal List of the Nordic Exchange in Stockholm.

More information is available from www.logiacmg.com/uk

We've helped the Crown Prosecution Service to 'Join up Justice'



We've helped the University College of London Hospital build a £420m state-of-the-art hospital



We've helped the Medical Research Council free up time to concentrate on science



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