



# City of York Council Revitalising Customer Service



LogicaCMG has partnered with City of York Council to provide a first-rate customer access solution to enable the transformation of the authority's interactions with its customers and to enhance the delivery of council services.

"We have improved our response to citizens, giving them value for money and a highly efficient, joined-up service which can respond more effectively to their needs."

Simon Wiles,  
Corporate Director of Resources,  
City of York Council.

"Comprehensive information on customer demand for services gives us the opportunity to plan council services based upon the needs of our communities – focussing activity where it is needed most."

Tracey Carter,  
Programme Director,  
City of York Council.

## City of York Council Overview

City of York Council is one of the largest unitary authorities in the UK, providing over 700 different services to more than 181,000 citizens.

## The Business Requirement

The council had been operating a total of 13 different face-to-face reception points across 40 business units for its citizens. This situation created confusion for customers and was impeding the swift and cost-effective delivery of services.

“ Customers wanted one point of contact for dealing with the council and our customer service representatives needed fast, accurate information about all council services to resolve queries at the first contact. ” **Tracey Carter**, Programme Director, City of York Council

The council's existing business processes and its underlying technologies needed to be updated to allow it to standardise certain functions and realise efficiency savings.

## The LogicaCMG Solution

easy@york is a transformational programme of change that has created the York Customer Centre. This is a new access point for all customer queries to come into the council, whether via phone or internet. A Lagan Frontline™ Customer Relationship Management (CRM) system implemented by LogicaCMG sits at the core of easy@york and has united communication channels across different departments.

Callers can now access numerous council services in one call and customer service representatives can handle calls on a variety of issues, ranging from the collection of a fridge or the reporting of street litter or fly tipping.

Staff have information which they access during a call to help them resolve customer enquiries efficiently. Information that is specific to each customer is retrieved from back-office applications and presented to the customer service representative so that it is simple to identify who a caller is and what their previous contact with the council has been. Timeframes for the completion of jobs have been agreed with service teams and are also included in the CRM system so callers can be told when council staff are likely to resolve the issue, avoiding repeat calls and improving customer satisfaction.

The system's integration with the back-office service team's IT infrastructure has ensured that there is no need to re-key in data on service requests and jobs can be processed much more quickly. Service staff then access the same CRM system to feed-back on the

progress of jobs and this ensures customers can be updated on developments and the end-to-end processing of services can be viewed and reported on.

“Comprehensive information on customer demand gives us the opportunity to plan council services based upon the needs of our communities – focussing activity where it is needed most. In addition, councillors can use this information to gauge what issues are affecting residents and how well the council is responding to problems.”

**Tracey Carter**, Programme Director, City of York Council.

LogicaCMG has linked a Geographical Information System (GIS) to the CRM system, giving the council a unique insight of the area's hotspots. If a caller reports graffiti in a particular area, using the GIS system the agent can locate its position precisely. Not only does this help the cleaning teams find the graffiti more quickly, it also ensures the authority can begin to build up a picture of where problems consistently occur. “We can use this knowledge to make better decisions about the provision of services across the council. We can look at whether we should employ street cleaners evenly across the area or focus cleaners where more incidents of graffiti or fly-tipping are reported,” says Tracey Carter.

A new website based on Mediasurface Morello™ which includes a self-service facility has also been linked to the CRM system to meet growing customer demand for services to be available via the internet. Customers are able to use email and e-forms to contact the council and based on initial take up of online services, City of York Council expect more than 225,000 self-service contacts this year.

“City of York Council and LogicaCMG's partnership has delivered on the promise of realising the council's potential for efficient and effective customer service, enabling a platform for future change,” says Phil Gooch, Director, Local Government and Education, LogicaCMG

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## The Benefits

The main benefits realised so far:

- **Enhancing the citizen's experience:** Citizens have one contact point for multiple queries and issues can be resolved in a single call. 91% of all service requests are undertaken within agreed timescales and in one department customer complaints have dropped by 88%. “Previously, we often had to transfer callers to other services as we could not action a request directly ourselves. Now, we can either handle their query or book a service and effectively resolve the issue whilst they are on the phone. It makes for a much more positive experience in dealing with the council,” says Lisa Phillips, York Customer Centre Manager.
- **More efficient working:** The direct link to the back-office systems has eliminated paper-based service requests and realised significant efficiency savings. A voice-recognition system which redirects internal calls has meant staff, whose previous role was to connect over 800 daily internal calls, can now concentrate on responding to the customer. Automated web and telephone payment services are already reaping the council thousands of pounds of savings in transactional processing per month.
- **Future-proofed solution:** The technology has been designed to adapt rapidly to the changing needs of the authority's customers and in the future will be extended to manage and report on face-to-face contacts as well as internet and phone communications.

## A Repeatable Solution

The LogicaCMG solution implemented for City of York Council has been designed to be portable so that other public sector organisations can take advantage of a cost-effective solution to revitalising their contact with customers.

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](http://www.logiacmg.com/uk)

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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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