

# Case study

## A London Borough

### Engagement:

*Business Process Re-engineering* – A project to consolidate different approaches and standards of customer service delivery and move service delivery closer to the point of first contact.

### Challenges:

- Increase speed and response of service at first contact
- Re-engineer the delivery and management of quick enquiries to form a general enquiry service
- Improve resolution of enquiries at first point of contact
- Migrate customers to other means of access
- Develop a process of continuous improvement for customer service delivery

### Deliverables:

- 'As-Is' and 'To-Be' workbooks
- Knowledge training and support scripts
- Implementation of forms and documentation process
- Collation and indexation of all forms and leaflets
- Cost to serve model
- Integration process with CRM
- Customer flow management system configuration
- Service quality surveys

### Benefits:

- Increased resolution of service at the very first point of contact – from 15% to 40%
- Reduced avoidable contact by 15%
- Improved productivity – reduced sickness and absenteeism
- Increased user satisfaction
- Released capacity and space at existing receptions
- Achieved 2 star CPA rating
- Improved cost to serve

