Solihull MBC - Journey to Service Cloud

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About Solihull

- 210,000 Population
- 103,000 UPRNs
- 2,900 USRNs
- 3,000 employees



CRM Journey

- Program started in 2003 to set up Contact Centre with a CRM system
- April 2006 go live
- 45 request types across 3 service areas
 - 2 Customer Services
 - 4 Registration Services
 - 39 Environment Services
- 45,200 SRs raised for 67 SR types by April 2007



CRM Journey

- By 2015 we had:
 - 347 request types across 17 different services
 - 99 request types end dated
 - 248 live request types
 - 180,000 service requests logged per year



CRM Journey

- Bespoke developments:
 - LPG loader
 - Document / letter generation
 - Booking solution
 - Online integrated forms (23 location-based only)
 - Complaints management



Why Service Cloud

- Already an Oracle site
- Needed a modern open standards, multichannel digital platform to:
 - Meet customer expectations
 - Deploy changes and new functionality faster and at a lower cost
 - Meet employee expectation
- 'Digital' is now a top 5 priority on SMBC Council Plan



Service Cloud Journey

- Live Chat trial March 2015
- 9,500 chats
- Approx. 10% customer base created via channel
- Live December 2015 with Potholes,
 Streetlight Fault and Copy Certificates



Service Cloud Journey

- Rationalisation and migration of 248 SR types (eg. 7 individual request types for Missed Bin Collection and Marriage Ceremony Booking)
- 13 years of configuration and developments
- 23 online forms
- Customer Service Agent wish list
- New functionality adoption

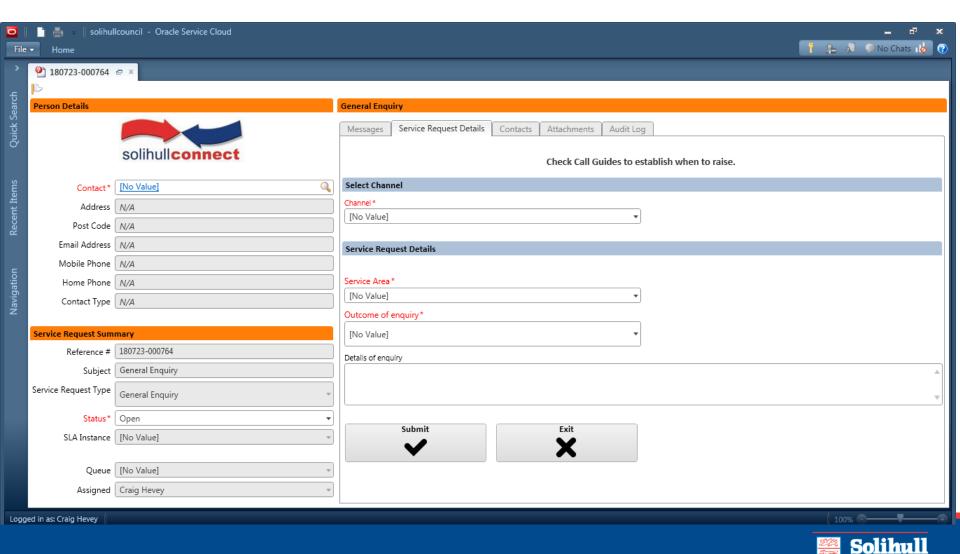


Functionality

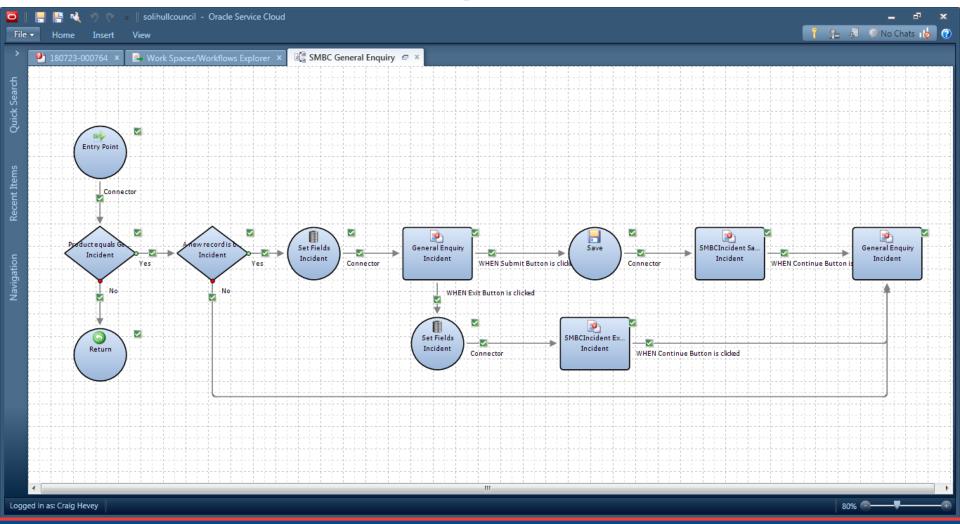
Used Functionality	Future Plans
Workspaces/Workflows	Agent SSO
Scripting	Surveys
Standard Text	Guided Assistant
Admin / Contact Notifications	Co-Browse
Customer Portal / Account	CTI
Knowledge Base / Smart Assistant	
Dispositions	
Reporting / Analytics	



Templates



Templates





Developments

- Outlook integration
- Workspace Add-in
- Document / Letter generation
- LPG Loader
- Civica eStore
- Northgate
- Stopford



Lessons Learnt

- Deploy by service area
- Transformation project not system upgrade (time-restricted)
 - Co-located, dedicated team of Customer Services, ICT, Service Area and Business Transformation
- Standardise approach early
- Training new agents now takes a matter of hours rather than days



Questions?

