

# 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, multi-channel 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

solihullcouncil - Oracle Service Cloud

File Home


180723-000764

Quick Search

Recent Items

Navigation

### Person Details



Contact\* [No Value]

Address N/A

Post Code N/A

Email Address N/A

Mobile Phone N/A

Home Phone N/A

Contact Type N/A

### Service Request Summary

Reference # 180723-000764

Subject General Enquiry

Service Request Type General Enquiry

Status\* Open

SLA Instance [No Value]

Queue [No Value]

Assigned Craig Hevey

### General Enquiry

Messages Service Request Details Contacts Attachments Audit Log

Check Call Guides to establish when to raise.

#### Select Channel

Channel\* [No Value]

#### Service Request Details

Service Area\* [No Value]

Outcome of enquiry\* [No Value]

Details of enquiry

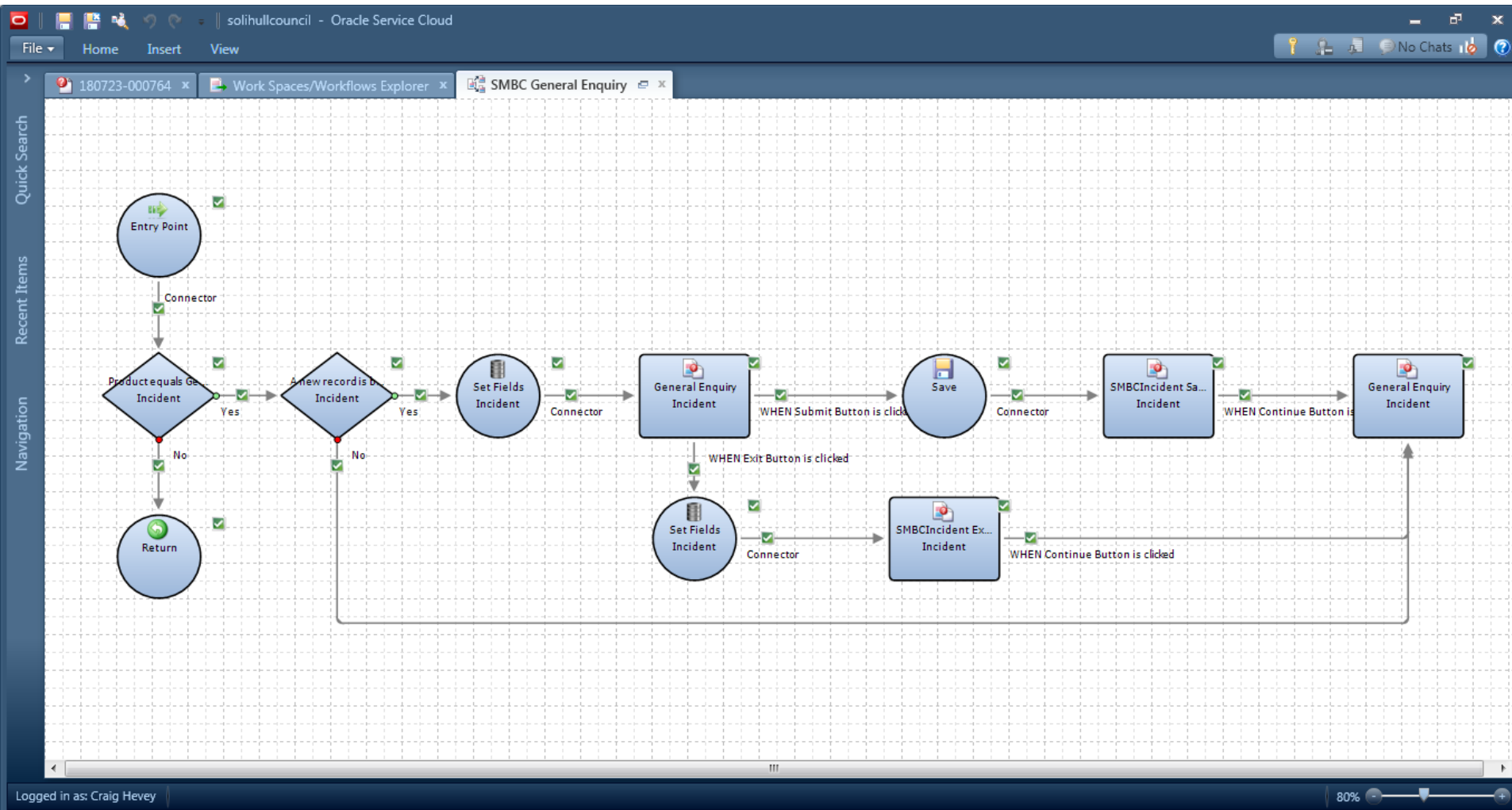
Submit

Exit

Logged in as: Craig Hevey

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# 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?