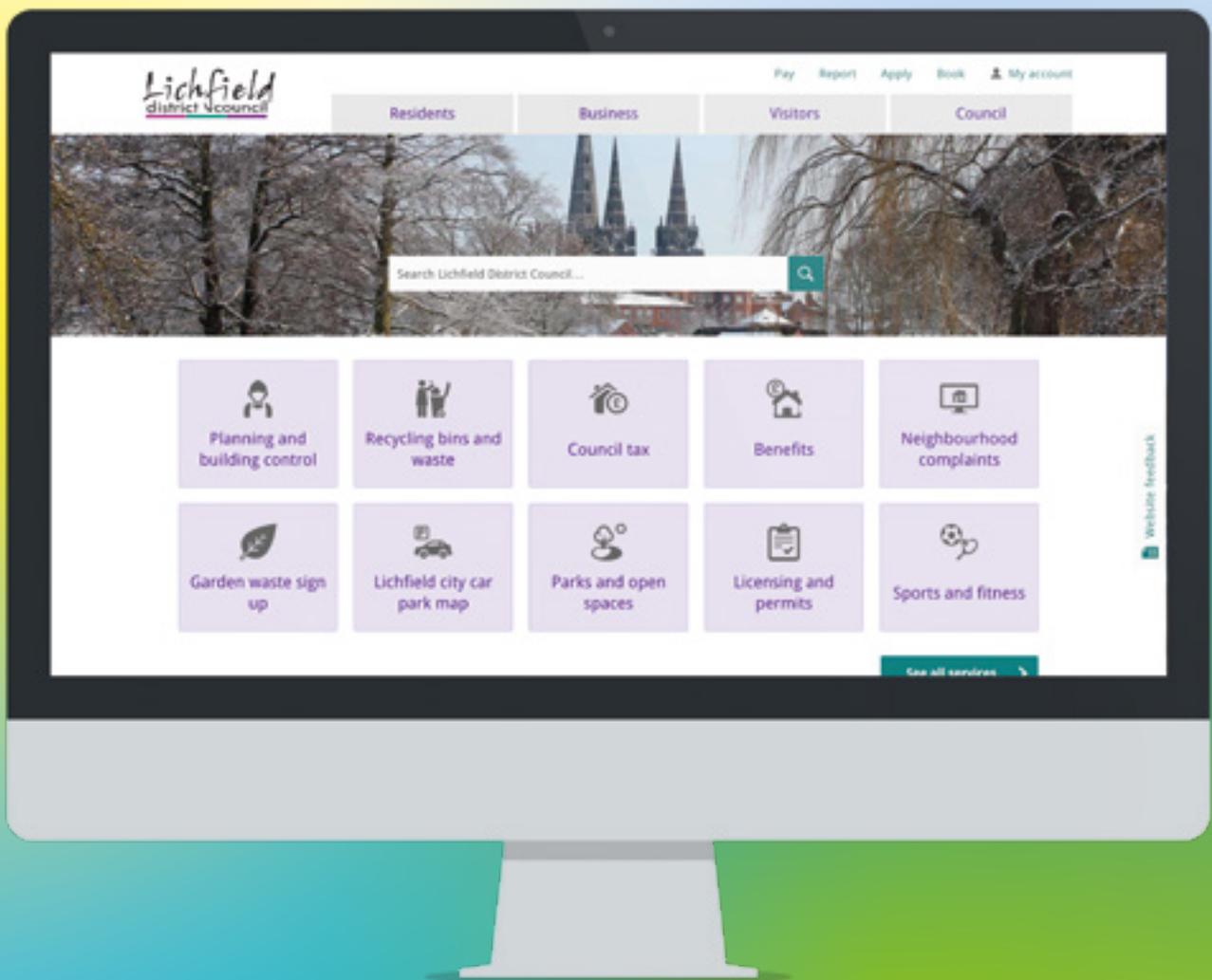


Lichfield District Council customers can now self-serve online with over 50 services, with at least 55% of households already engaging with those services.

A CASE STUDY



Lichfield District Council customers can now self-serve online with over 50 services, with at least 55% of households already engaging with those services.

Lichfield District Council had long-held ambitions for the 'channel shift' of services to online and in 2017 made the decision to move from a legacy CRM system to Jadu Continuum CXM, a modern, self-service, fully automated digital platform.

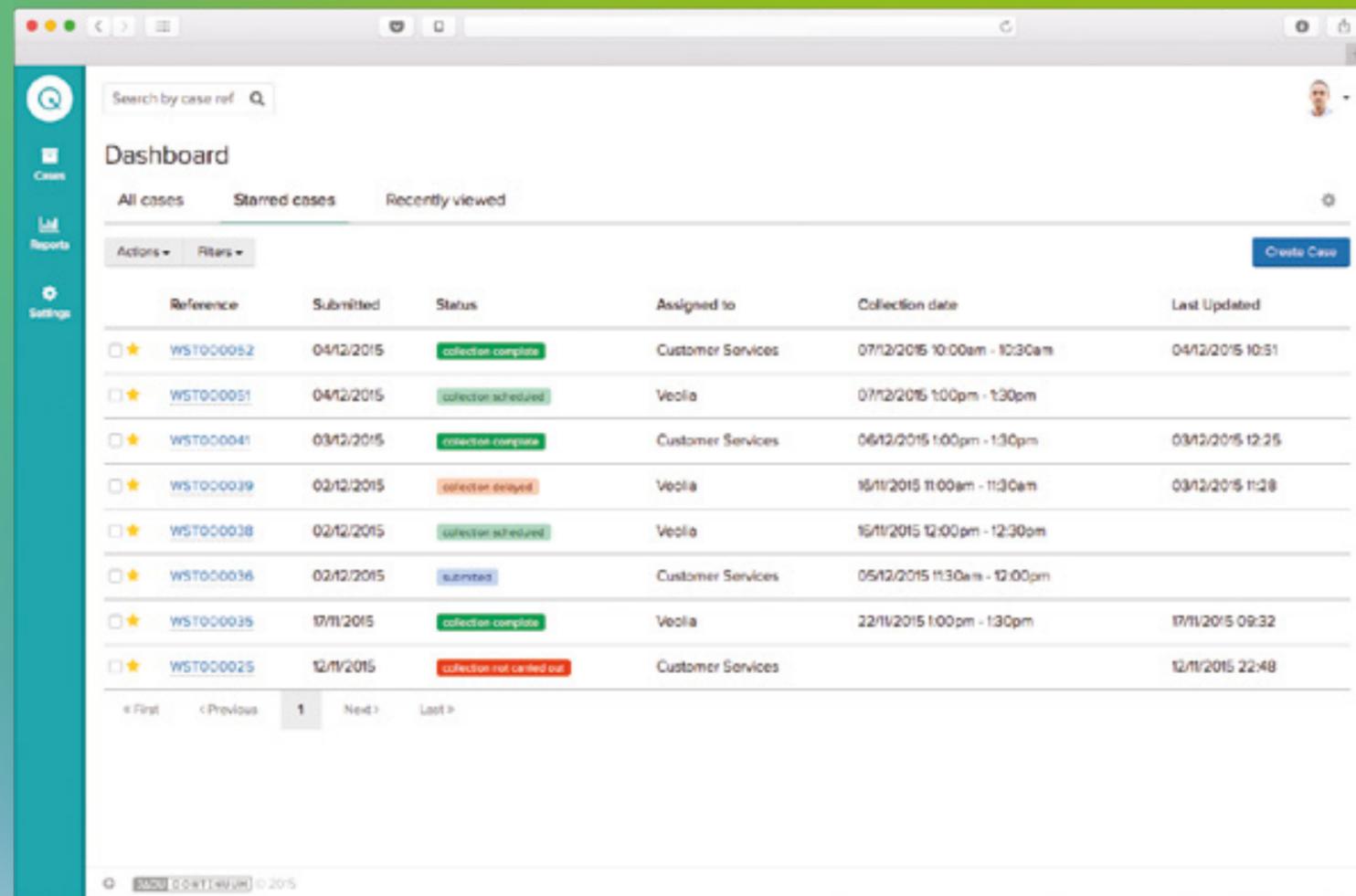
In December 2017, the Council, together with its partner Tamworth Borough Council successfully launched its new garden waste subscription service on the new platform.

Within the first week over 4000 customers had signed up, which reached over 40,000 by the end of spring and generated nearly £1.5m of income for the councils.

The sales process was fully integrated between Jadu Continuum CXM with waste, payment, printing and GIS systems, so that the first intervention of any member of staff with a new customer was to empty their bin for the first time.

The councils attracted more customers in total and more signed up digitally than expected because it was so easy to subscribe online. Sales were 10% higher than forecast and 76% of customers signed up online – far more than the 45% that were anticipated.

But to underpin garden waste sales, the council also digitised all its other customer facing waste processes including the reporting of missed bins, requests for new or replacement bins, requests for assisted collections, and booking of bulky waste collections.



The screenshot shows a web application interface for managing service requests. It features a search bar at the top, a navigation menu on the left, and a main dashboard area with tabs for 'All cases', 'Starred cases', and 'Recently viewed'. Below the tabs is a table of service requests with columns for Reference, Submitted, Status, Assigned to, Collection date, and Last Updated. The table contains several rows of data, each representing a different service request with its corresponding status and collection details.

Reference	Submitted	Status	Assigned to	Collection date	Last Updated
WST000052	04/12/2015	collector complete	Customer Services	07/12/2015 10:00am - 10:30am	04/12/2015 10:51
WST000051	04/12/2015	collector scheduled	Veolia	07/12/2015 1:00pm - 1:30pm	
WST000041	03/12/2015	collector complete	Customer Services	06/12/2015 1:00pm - 1:30pm	03/12/2015 12:25
WST000039	02/12/2015	collector delayed	Veolia	16/11/2015 11:00am - 11:30am	03/12/2015 11:28
WST000038	02/12/2015	collector scheduled	Veolia	16/11/2015 12:00pm - 12:30pm	
WST000036	02/12/2015	submitted	Customer Services	05/12/2015 11:30am - 12:00pm	
WST000035	17/11/2015	collector complete	Veolia	22/11/2015 1:00pm - 1:30pm	17/11/2015 09:32
WST000025	12/11/2015	collector not called out	Customer Services		12/11/2015 22:48

Jadu Continuum CXM allows citizens to track their service requests in real-time as automatic notifications inform users when their service status changes, ensuring everyone is kept fully up to date.

The customer experience is so good that it helped Lichfield District Council receive four stars and be identified as an exemplar of good practice by SOCITM in its Better Connected review of UK councils online garden waste services.

Since then, over fifty new online services have been made available to residents and customers (see list below), resulting in a better customer experience, and increased efficiency that has enabled more time to be spent with those customers who need more help.

THE CHALLENGES

Lichfield District Council struggled with the same issues many other councils face and these had to be overcome in order that true 'channel shift' to online services could happen:

- An organisation that was wedded to paper – even the online forms would be printed on paper
- Lack of strategic buy-in
- No corporate overview
- Silo working across the organisation
- Ageing software and technologies that didn't integrate

“We had a steep mountain to climb but we had a budget and very strong 'customer-focused' principles that drove us forward.

- Neil Turner, Director of Transformation & Resources,
Lichfield District Council

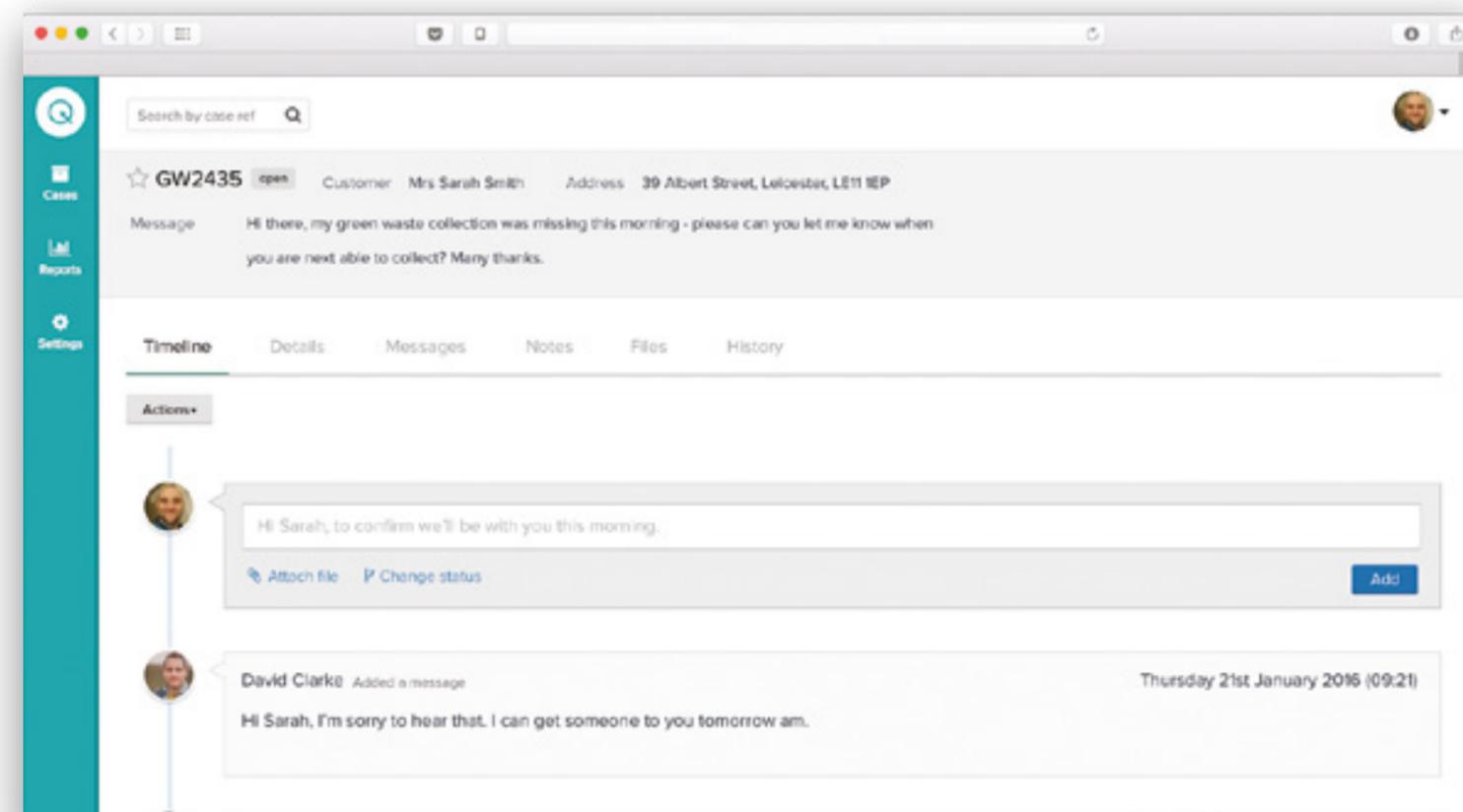
THE SOLUTION

Lichfield District Council knew that it needed to remove its legacy CRM system, which wasn't connected to the web or a customer account facility.

So, a full review of the industry-leading software solutions took place and Jadu's Continuum software platform was selected.

Lichfield's new solution now consists of Jadu Continuum CXM, which includes CRM and Customer Accounts to manage customer requests and keep them in the loop; Jadu Continuum XFP for easy to build and use, mobile-friendly forms; plus integration to Collective by Bartec Municipal Technologies for waste management services and SSO with Northgate CA-B and CA-R through Jadu Integrations Hub.

“We wanted to integrate the platform with Bartec Waste Management, along with the payment portal, geographic information system (GIS) and single point look-up. We also wanted a system where the customer could self-serve. The only time we wanted a member of staff to become involved was when they were actually collecting the waste.” said Neil Turner, Director of Transformation & Resources, Lichfield District Council.



The Council's digital services adoption was a 'Fit for the Future' project and was driven by its Innovation Hub (an enthusiastic and energetic team of people).

The project has already involved team members across a wide range of departments including its Connects Team, Communications, Environmental Health, Street Scene, Recycling & Waste, Democratic Services, Parks, IT, Licensing and many more.

During the channel shift process, considerable testing with both customers and members took place to ensure all forms and processes were fully user-tested, with feedback to date confirming that they are easy to use and informative.

“ The success of the project was also brought about by the openness of our suppliers Jadu, Bartec and Northgate, who have fully supported us and delivered the vital integration of our systems.

- Neil Turner, Director of Transformation & Resources,
Lichfield District Council

THE BENEFITS & RESULTS

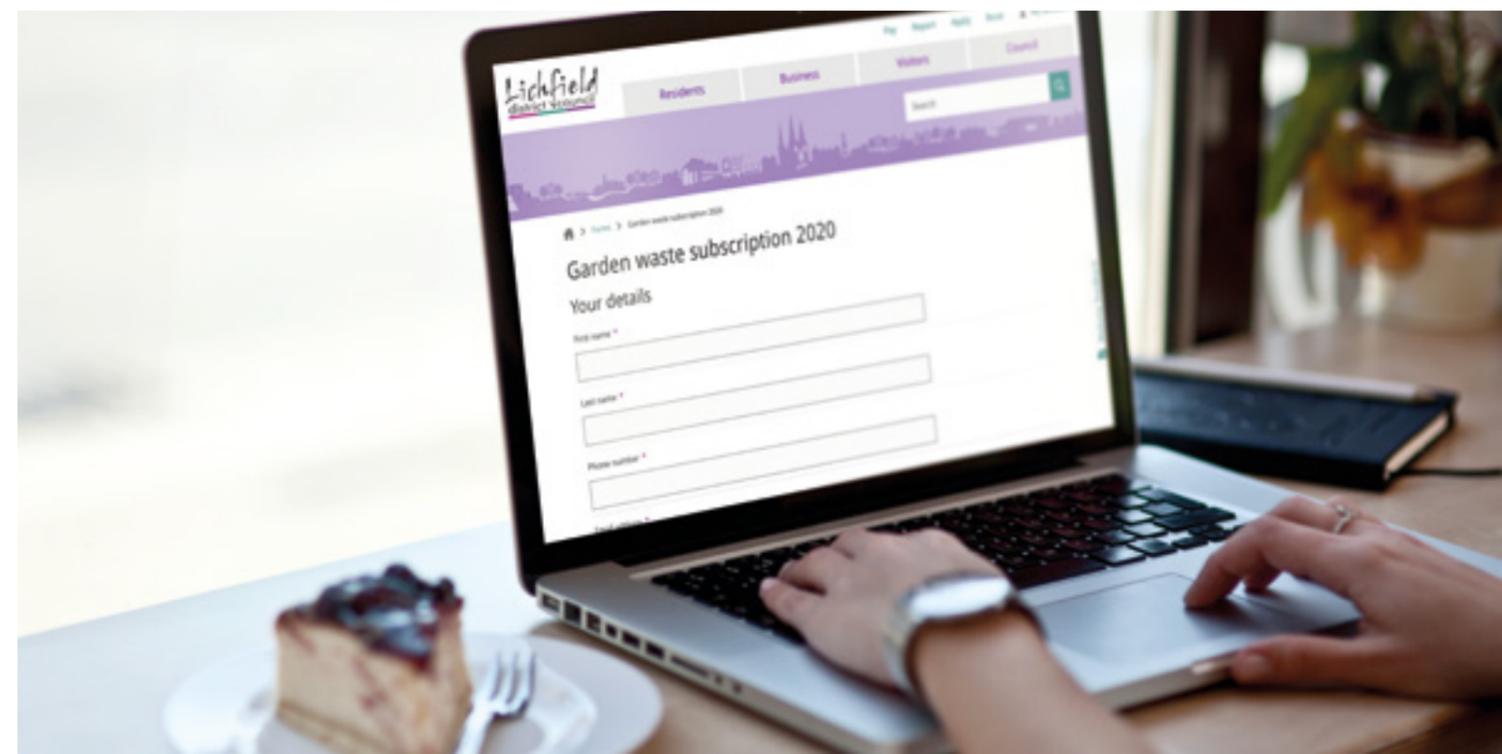
In nine months in 2017 Lichfield District Council...

- Procured and selected a new digital Platform - Jadu Continuum
- Migrated to a cloud-based waste service - Bartec
- Created a new procurement framework for other authorities to use
- Built strong supplier partnerships with Jadu, Bartec and Northgate
- Migrated all waste services off its legacy CRM

Launched a new digital end-to-end 'soup to nuts!' garden waste service... all on time and in budget - smashing all forecasted targets!

As well as the financial benefits and improvements in customer experience, the move away from the old CRM system, within Lichfield's Contact Centre, to using the Jadu Continuum platform has made life easier for Lichfield's teams and reduced the possibility of human error. For example, now when answering calls, Lichfield's Connects Team can use the same forms that members of the public use to request services or report issues.

This means that all (online and offline) requests and issues are easily picked up and processed using the Jadu Dashboard. Plus it reduces the need for officers to be involved in the processing, as it happens automatically, e.g. such as the booking of a bulky waste collection.



THE FUTURE

The benefits of the Jadu Continuum Platform is now proven in the council and more teams from across the council are now keen to use it to improve their own processes, to improve the customer experience and to reduce costs.

In particular, the system is now being embraced by those in Regulatory Services – environmental health, food safety, licensing etc, who are using the platform to enable customers to interact with them much more easily.

Doing so has enabled the team to invest in its own line of business systems (idox) to manage more complex cases and to rid themselves of old legacy systems including a Rolodex.



SOME OF THE SERVICES NOW AVAILABLE ONLINE:

Recycling bins and waste

[Garden waste sign-up](#)

[Book a bulky collection](#)

[Book a scrap metal collection](#)

[Report a missed bin](#)

[Order an additional blue bin for free](#)

[Order a replacement bin](#)

[Apply for an assisted collection](#)

[Apply for an additional black bin](#)

Street scene reports

[Report graffiti](#)

[Report an abandoned vehicle](#)

[Report fly tipping](#)

[Report a street cleansing issue](#)

[Report a litter or dog bin issue](#)

[Report a dead animal](#)

[Report dog fouling](#)

[Report an issue in a public toilet](#)

[Report a grounds maintenance issue](#)

Make a neighbourhood complaint

[Accumulation of waste complaint](#)

[Drains, septic tank and private water treatment complaint](#)

[Private rented housing complaint](#)

[Light nuisance complaint](#)

[Noise nuisance complaint](#)

[Scrap metal collector complaint](#)

[Smell, fumes and dust complaint \(air pollution\)](#)

[Smoke and bonfire complaint](#)

Make a business related complaint

[Food poisoning complaint](#)

[Food premises complaint](#)

[Food product complaint](#)

[Make a workplace health and safety complaint](#)

Request business support

[Contaminated land search request](#)

[Food safety advise booking form](#)

[Food business right to reply](#)

[Food rating appeal](#)

[Food re-rating](#)

[Workplace health and safety advice booking form](#)

Licensing

[Taxi driver application](#)

ABOUT

JADU

Jadu is a global provider of Web Experience Management software, specialising in Web CMS, Forms, Portal and Customer Case Management tools for the enterprise.

Jadu is well established in the public sector for offering digital solutions to local government and higher education as well as a score of commercial organisations around the world.

www.jadu.net

ABOUT

BARTEC

MUNICIPAL TECHNOLOGIES

Bartec's mission is to make waste more transparent. To save time and more importantly save costs.

Bartec revolutionised waste collections in 2006 with the first fully-integrated in-cab and back-office system designed for municipal waste collections.

It is a single point of planning and management for domestic and commercial waste collections. Ten years on, its Collective in-cab system is installed in over 2,500 refuse trucks in the UK and into 65 UK Local Authorities. It helps crews to work quickly, safely and effectively every day of the year.

www.bartecsystems.com

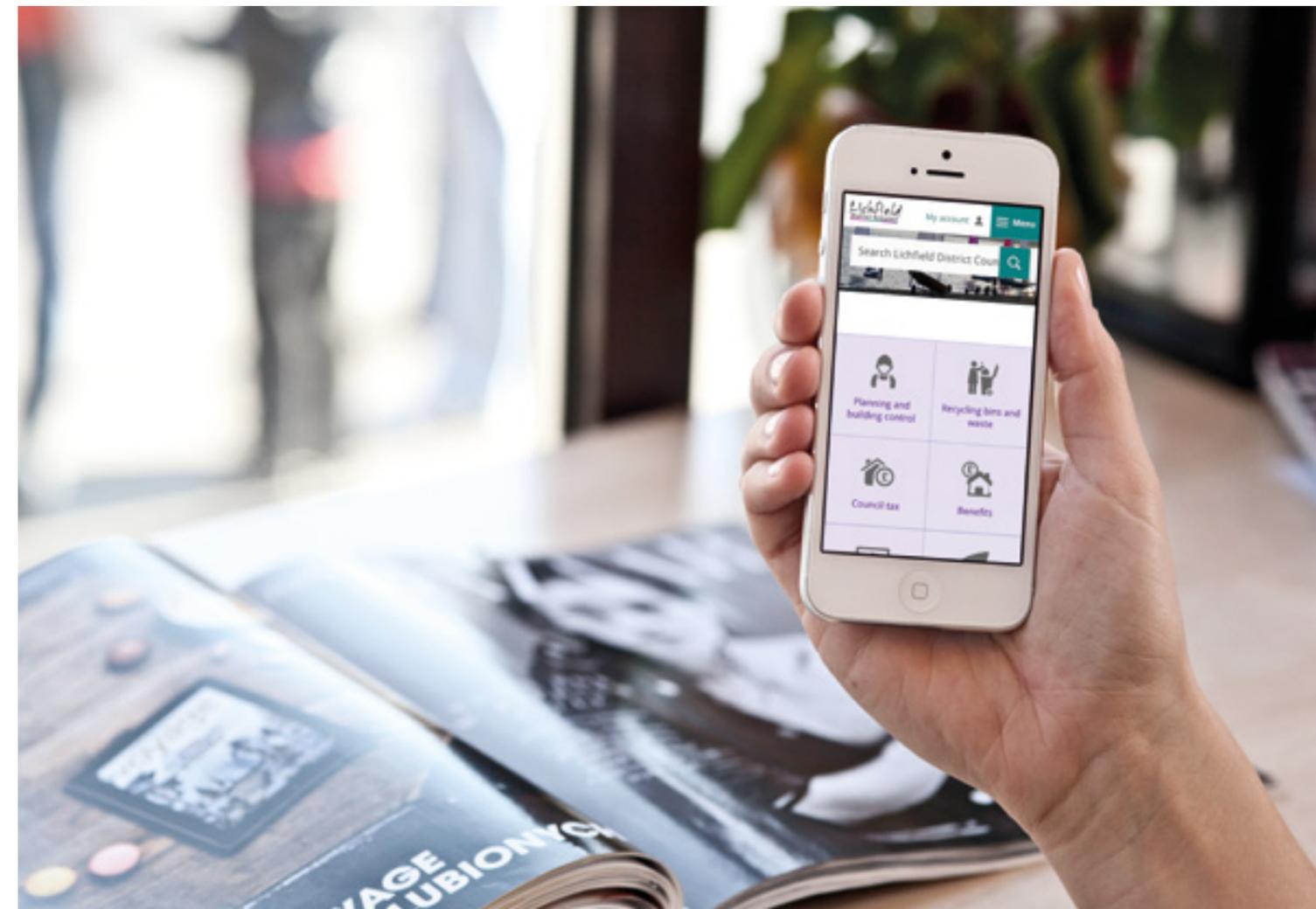
ABOUT



Lichfield District Council serves a population of around 100,000 residents. Lichfield itself is a small cathedral city located 20 miles north of Birmingham.

The council is committed to transforming its services to ensure they are easily accessible to all, in a way that people want to be served.

www.lichfelddc.gov.uk/ourservices



“ We chose Jadu Continuum CXM as it gives our residents direct access to requests and acts as a digital concierge.

Being transparent and making sure everyone is in the loop, will play a big part in helping ensure that digital services become the preferred method of interaction between our residents, businesses and the council.

Neil Turner,
Director, Transformation & Resources at Lichfield District Council



Find out more at
www.jadu.net/cxm