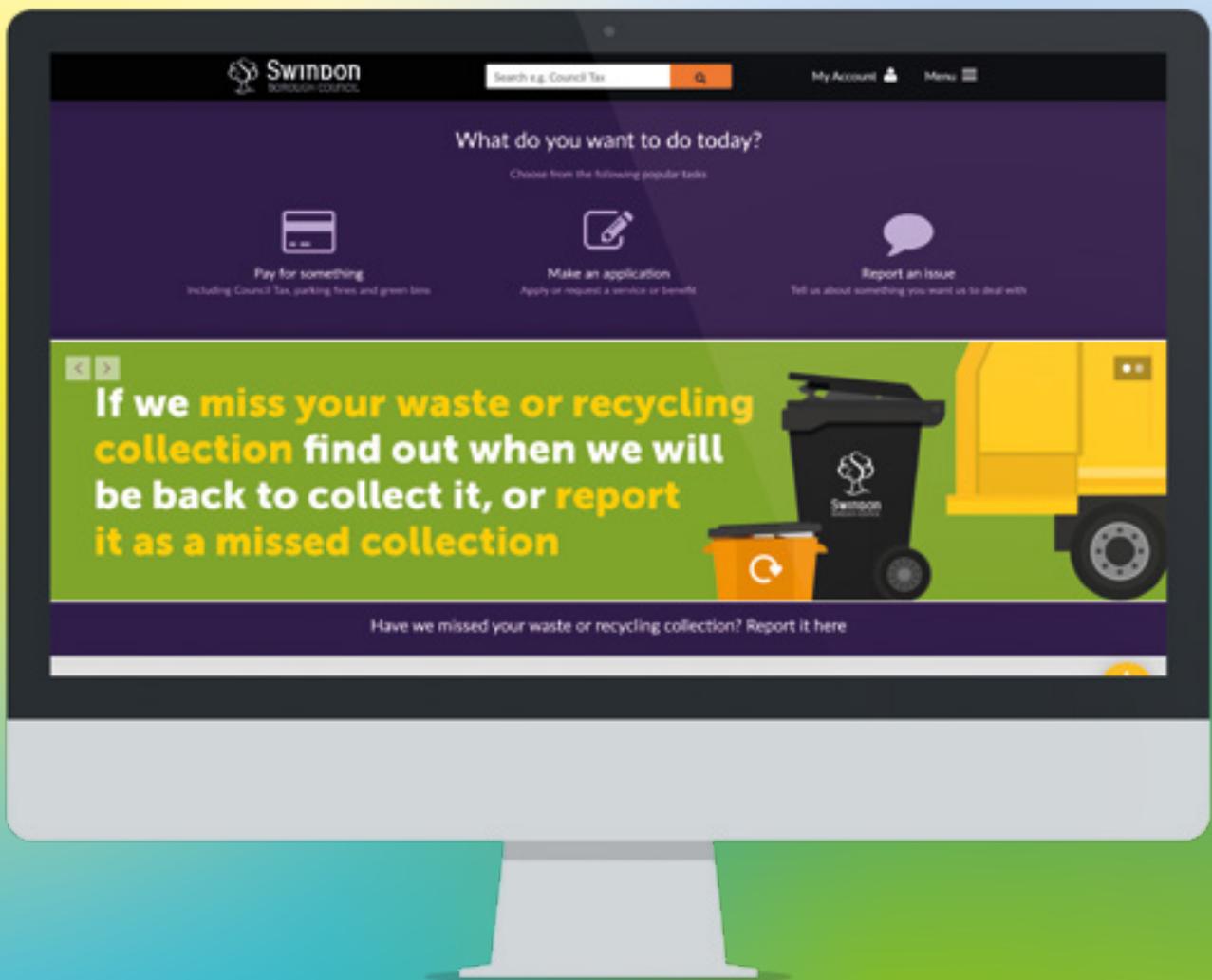


Moving from 8% to 60% of all citizen transactions online (within two years!)

A CASE STUDY



Moving from 8% to 60% of all citizen transactions online (within two years!)

Swindon Borough Council replaced its legacy Customer Relationship Management (CRM) platform (Lagan), with JADU Continuum CXM (Customer Experience Management) and JADU Continuum XFP (eForms & Payments) in November 2017 to support its goal of moving the majority of citizen interactions and transactions online by 2020.

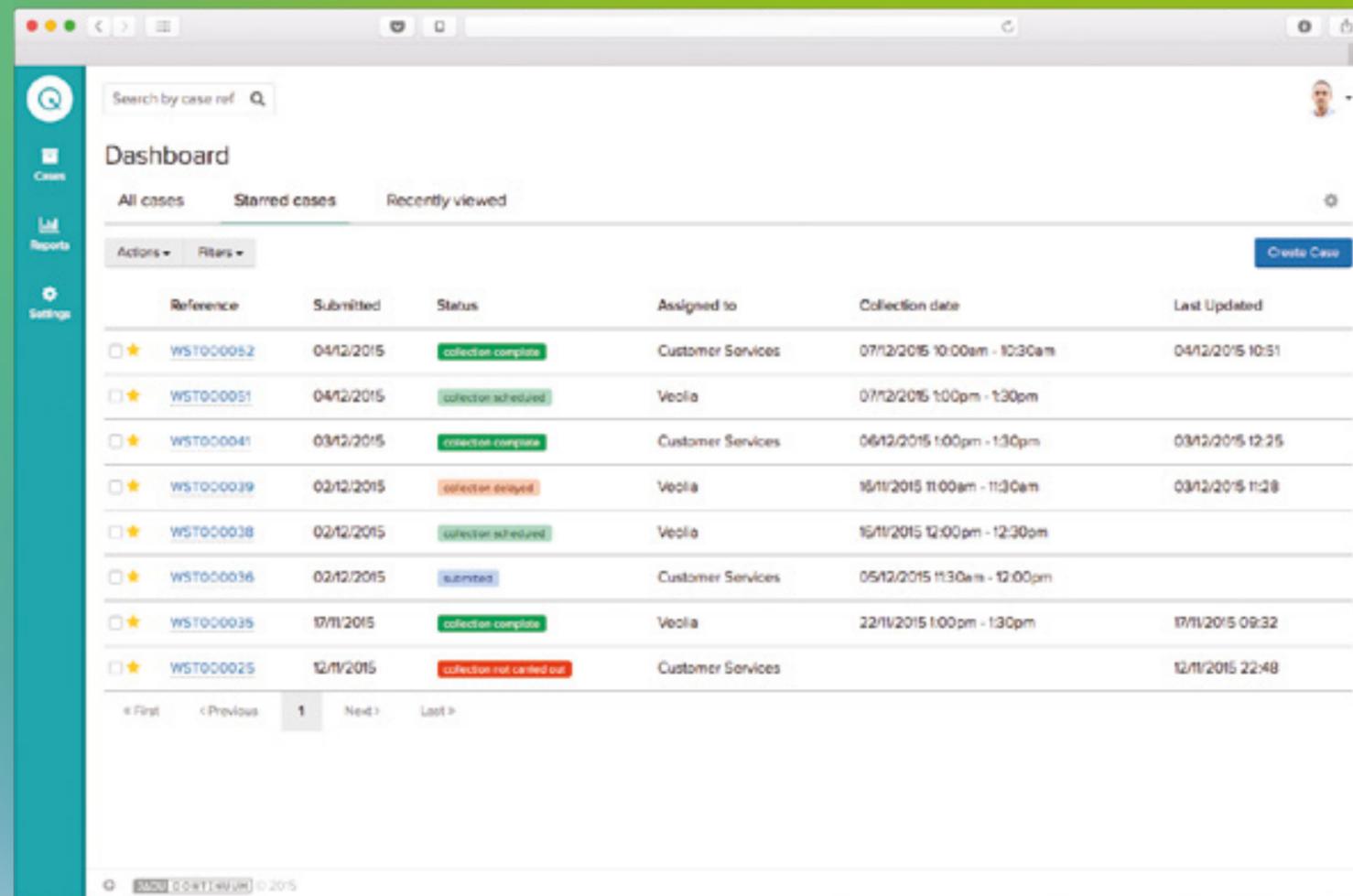
The council focused on launching its first service (Garden Waste subscriptions) on the new platform in partnership with service delivery partner, Methods Digital. Within just two weeks of launch, 20,000 households signed-up to MyAccount and there was a 63% shift in the number of users accessing the service online.

Two years on, and the council is running 112 case types across multiple service areas on JADU Continuum CXM, and handling 60% of all transactions online.

Customer Service transactions: From

8% to 60%

within 2 years



The screenshot shows a web dashboard for 'JADU CONTINUUM'. At the top, there is a search bar labeled 'Search by case ref'. Below it, the 'Dashboard' section has tabs for 'All cases', 'Starred cases', and 'Recently viewed'. A 'Create Case' button is in the top right. A table lists cases with columns: Reference, Submitted, Status, Assigned to, Collection date, and Last Updated. The table contains 10 rows of data. At the bottom, there are navigation links: '< First', '< Previous', '1', 'Next >', and 'Last >'. The footer shows 'JADU CONTINUUM © 2015'.

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 10:00am - 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

Changing approach and delivering services to enable self-service

The council was previously managing an estimated 32,000 calls per month. Only 8% of all transactions were online. It was operating traditional and expensive contact channels and needed an alternative way for citizens to transact.

People needed access to high quality services that fitted around their everyday lives. This resulted in the Swindon Digital Programme, an ambitious initiative to encourage savings and digital change within the council.

THE SWINDON DIGITAL PROGRAMME

£30M savings
in 30 months

From 15M
pieces of paper used a
month, to **1M**

60% online transactions
per month, from 8.5%

Swindon Borough Council knew it needed to move to an agile solution and improve its processes to enable change.

However, it wasn't sure which customer services to digitise first and recognised it needed additional support. It also anticipated having to tackle internal culture concerns and address pushback in the form of, "but we've always done it this way".

methods 

Prioritisation, technology and sustainability

With the Swindon Digital programme in place, the team began delivery of the new digital services and the training of internal teams on the new technology.

It engaged JADU and Methods Digital to help, and a Digital Service Hub team was formed internally, which included key stakeholders across the organisation.

Methods Digital worked with the Digital Service Hub team and established a plan. Key consideration included saving the council substantial amounts of money, reducing the number of offline services and enabling sustainable transformation.

The teams focused on the most used services first - the services with the highest amount of citizen engagement to gain maximum value - quickly. This included Garden Waste Services, which JADU and Methods helped design with a focus on creating a great online customer experience, while enabling savings.

As JADU Continuum CXM is an agile, low code platform, services have been quickly rolled out.

From 8% to 60% of all transactions being made online

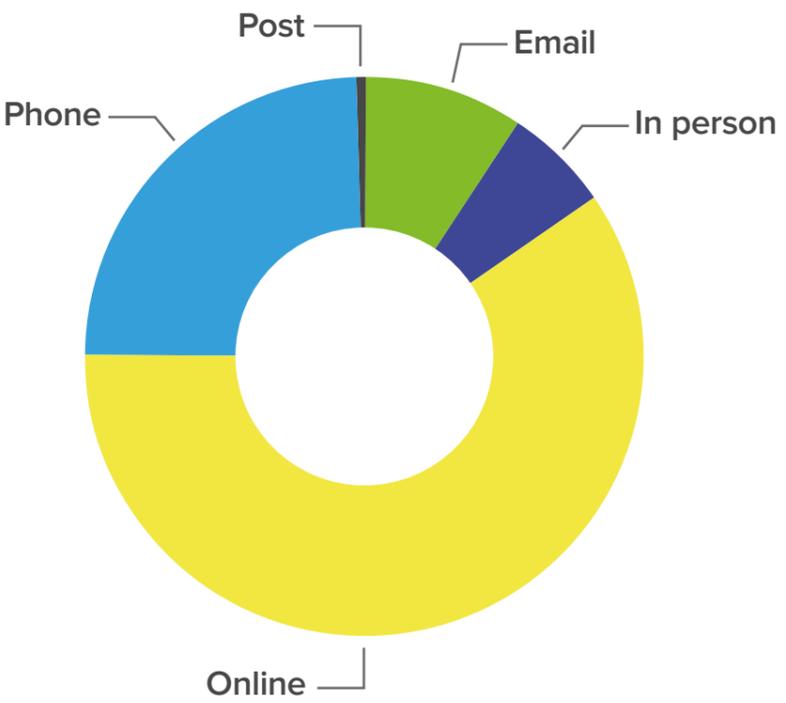
Swindon Borough Council now runs 112 case types to deliver services such as; Missed Bin Collections, Customer Complaints and Street Lighting on Jadu Continuum CXM.

It effectively and efficiently manages approximately 8,500 cases per month on the platform and has seen approximately 68,000 MyAccount sign-ups.

Contact via other channels has significantly decreased and the council has achieved its goal of making digital services the preferred method of contact.

The council continues to create more case types in JADU Continuum CXM and is a supporter of the Jadu Library, an online repository where organisations share, reference and collaborate on digital projects. Several of Swindon’s successful case types (such as Garden Waste and Educational Fines) can be found at jadu.net/library.

Interactions broken down by source



Swindon BI Dashboard results, October 2019

Service Example: Recycling

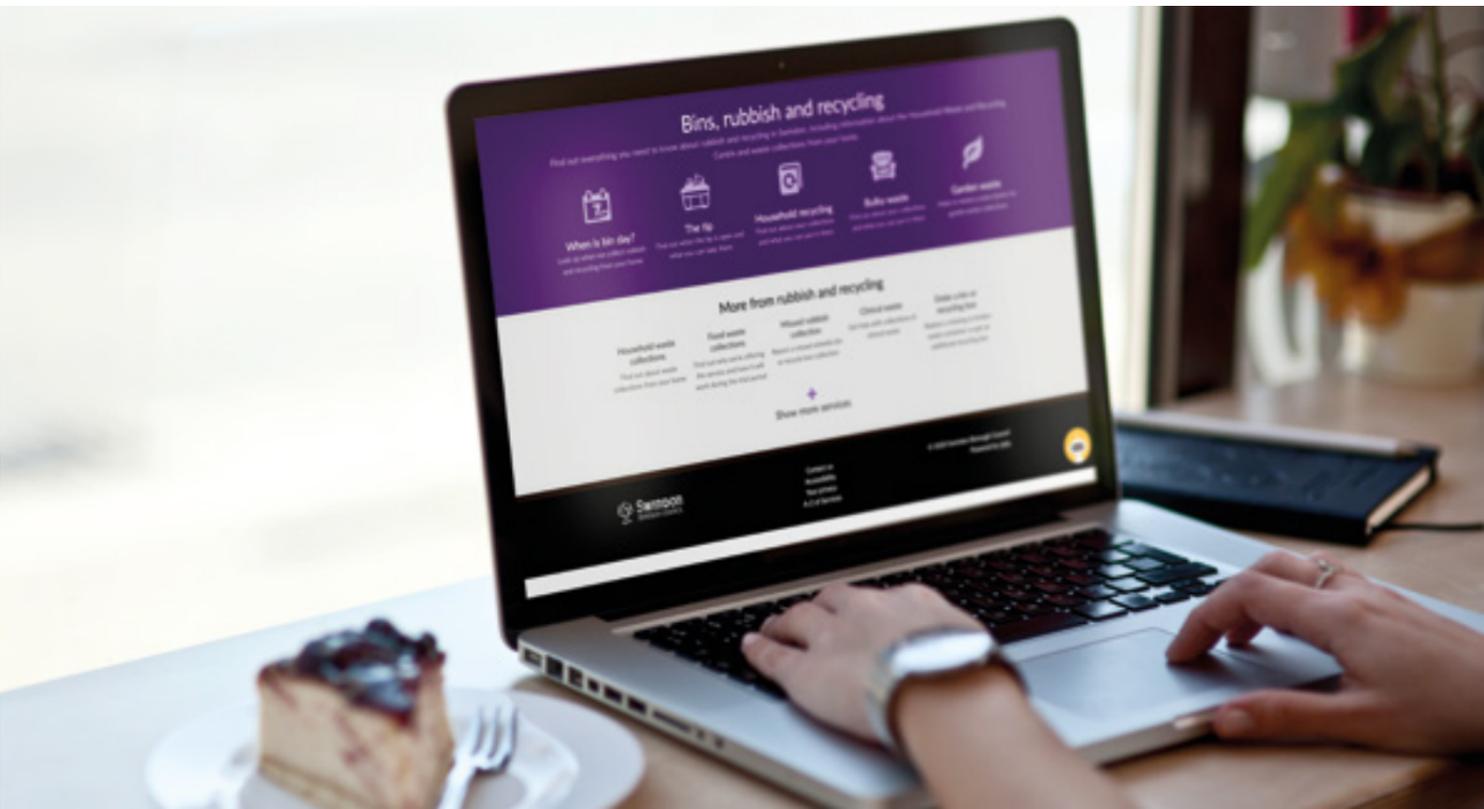
Waste and Recycling services are big volume items for every council.

As part of Swindon Borough Council’s Waste Strategy, it was made compulsory for residents to separate out recyclable materials in the appropriate boxes instead of black wheelie bins and blue bags.

In June 2019, the Council announced that charges for additional or replacement recycling boxes would come into effect from August. Residents were given a month grace period to order additional boxes for free, which many took up. As a result, requests to Waste and Recycling services spiked dramatically over a six week period (July / August). Of the 15,000 requests that came flooding in, 80 percent were made online and managed within JADU Continuum CXM.

Telephone calls also spiked, but the high volume handled online meant the team was able to comfortably deal with those calls, over the busy summer holiday period.

The council implemented the change, helping to protect the environment and moving towards the Government target of recycling 60% of waste by 2029, with minimum fuss and without big cost.



JADU

Find out more at
www.jadu.net/cxm