CIVICA

Digital360

Harrow Council reduces customer services budget by £2m

Local authority transforms access to council services with 91% of customer requests handled at first point of contact using Digital360.

"Harrow has an extensive investment in Civica's EDM and Workflow capabilities which underpin many of our core services," says Ben Goward, Director of IT at Harrow Council. Digital360 is currently managing processes in Housing, Revenues and Benefits, HR, Payroll, Planning and Business Support.

Transforming citizen contact

Its initial implementation saved £2 million in year one and played a key role in moving 80% of citizen requests to self-service under the 'Access Harrow' project. The programme focussed on transforming citizen contact by improving access to council services and adding greater levels of process automation across all channels including telephony, walk-in, paper and web.

80%
of citizen transactions self-served

Supporting ICT modernisation

Civica is now supporting Harrow to close its existing data centre and deliver on its wider ICT modernisation strategy. Civica will manage Digital360 on Microsoft Azure, removing the infrastructure burden from the Council. Migrating to the new cloud version of the software will also help Harrow cope with increased demand for flexible and responsive services. The solution is designed for remote access using any connected device, which will improve experience for officers and residents alike.

" We are moving technology services to the public cloud and striving to become more agile and responsive to customer needs whilst also reducing costs. Civica have been a strong partner in this."

Ben Goward, Director of IT, Harrow Council

Key outcomes:

- Savings of £2m taken out of the customer services budget since 2010
- 80% of transactions done via self-service
- Reduced citizen service request handling time
- Improved citizen access through multi-channel service delivery
- Processes guided and enforced improving consistency
- Citizen records consistent across applications by linking front and back office systems and processes.

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Driving agility and responsiveness

The move to Digital360's cloud platform will support Harrow in delivering on the four key principles of its ICT strategy:

- Cost effectiveness and reliability
- Security while maintaining flexibility and accessibility
- Allowing for joined-up transparent data
- Supporting channel shift and service improvements.

"As part of our wider IT upgrade programme we are moving technology services to the public cloud and striving to become more agile and responsive to customer needs whilst also reducing costs. Civica have been a strong partner in this, supporting our move to their latest Digital360 web platform in an agile and cost-effective manner, aligned to our wider transformation programme", said Ben Goward, Director of IT at Harrow Council.

Delivering seamless integration

The Civica solution provides agents with a system, readily accessible via single sign on, where they can easily manage citizen transactions across multiple access channels. This provides guided processes driven by the type of contact and integrates to a range of council systems, using data, messaging and screen based integration to automatically transfer data.

Data consistency is maintained via an information integration interface and system adapters into existing systems, including: SAP CRM, Northgate Revs and Bens, Civica CE, Capita Payments, Northgate OHMS, Corelogic and Framework-i.

Redesigning processes

The council took the opportunity to introduce process guidance and enforcement into contact centre processes, to promote resolution on first contact.

The Digital360 implementation included new business processes, forms and workflows across multiple service areas including: Revenues, benefits, planning, public realm, housing and parking.
To better support back office integration, a data repository links service requests between CRM and back office workflows.

"Civica was able to propose a solution based on efficient workflow and automation that has greatly improved the quality and efficiency of our citizen contact", said Ben Jones, Head of Digital at Harrow Council.

" Digitisation gives us the chance to break down silos. It is also about giving the customer a better experience while at the same time, because we are saving money, enabling us to continue to provide the services our more vulnerable people still need."
Jonathan Milbourn, Head of Customer Services, Harrow Council

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