

## OnDemand Customer Services

Supporting your service delivery with a **flexible approach to contact centre services**

Experienced teams providing support across a range of channels including telephone, webchat, social media and email.

With the ongoing pressure to do more with less, contact centres now face a number of constraints whilst being expected to consistently improve service delivery. Very often customer services are subject to **reducing budget** and with **channel shift** increasing there is an expectation that frontline costs should be reduced.

A successful contact centre requires support for **workforce management, management information, training and customer insight analysis**. As this can be costly it is often lacking, leading to inefficient use of resource, a lack of quality and failure to meet KPIs.

Contact centres also always experience **peaks in demand** – with fixed and inflexible staffing this can lead to long wait times, high abandonment rates and poor customer satisfaction. And without the resilience in place to manage high attrition rates either performance falls or organisations resort to using costly agency staff.

### Why Civica?

We manage **customer service operations nationwide**, with a **proven multi-channel model**, including telephony, webchat, social media, email, white mail and face-to-face service delivery.

Civica has developed a Customer Services **Target Operating Model (TOM)** to ensure transformation and ongoing service delivery achieve the best possible outcomes for our partners and their customers.

Organisations that we work with benefit from a central support structure, which includes **solutions and workforce management** teams providing additional expertise and capacity to help achieve a high-quality customer experience and business objectives.

### Partnership approach

We focus on building long-term relationships with our customers, the foundations of this are laid during transition and cemented during transformation. We understand that although there is often commonality within our customer base, each one is individual. That's why we offer a **flexible service to suit any project size or length** from a couple of agents to handle overflow calls during a peak period to a fully managed contact centre.



Maintain service levels



High customer satisfaction



Insight improves processes

"The Civica team doesn't just answer the phones, they're the public face of Network Rail, and they care about the people who call. That's why the Civica team is the right team."

**Andy White,**  
Customer Service Director,  
Network Rail

Over

**3.5m**

calls per year handled by our specialist contact centres



**98.9%**

calls answered for Enfield Council's revenues and benefits contact centre



**TOP 50** companies  
for customer service

Top Performer in 2018

## What do you get?

### During transition:



Full project management with a proven transition plan



Service scoping to understand your front line processes



Operational delivery to align our service to your specific processes



Central support team services including workforce management, information, training and quality monitoring

### Ongoing service:



Target Operating Model ensures a quality-led focus



Fully trained customer service agents



Ongoing training and coaching



Workforce management



Monthly service review meetings and performance report



Annual review of service delivered

## We support organisations large and small in both public and private sector.

- ▶ Contact centres across the entire range of council services including housing and revenues and benefits
- ▶ Out-of-hours services including housing repairs, adult and children's social care and other emergency enquiries
- ▶ Fully managed 24/7 helpline for Network Rail
- ▶ Customer service delivery for emergency heating enquiries

"Civica provides our out-of-hours contact centre service and we have been impressed with their ability to understand and take on board our vision and values. We have formed a strong relationship with them and are very happy with the quality service they provide. They are a partner we enjoy working with and would definitely recommend."

**Kate Broom,**  
Swale Heating

## Benefits

- ▶ **Comprehensive support** – access to central support services and a management team focused on operational delivery as well as building and maintaining back office relationships
- ▶ **Scale and resilience** – our forecasting processes allow us to effectively manage peaks in demand
- ▶ **Experienced capacity** – experienced staff and managers ensure quality and efficiency
- ▶ **Affordable out-of-hours service** – our shared service utilises trained agents to deliver round-the-clock support
- ▶ **Channel shift knowledge and experience** – regular customer insight supports you in delivering innovation and change
- ▶ **High customer satisfaction levels** – focusing on quality, aligning resources to demand, together with experienced professionals will result in high CSAT levels
- ▶ **Partnership approach** – ensuring that the service user experiences a seamless journey
- ▶ **Clear communication** – ensures a jointly agreed plan is developed as part of the transition and all parties are regularly informed

