

netcall

your call is our call



Cheshire West  
and Chester

## Cheshire West & Chester Council deploy QueueBuster® to improve their customer experience and Productivity

- *QueueBuster® showed a productivity gain of 3.5 agents.*

Netcall's QueueBuster has helped Cheshire West & Chester Council (CW&C) improve their customer experience and increase productivity.

Cheshire West & Chester Council is a unitary authority area with borough status, in the ceremonial county of Cheshire. It was established in April 2009 as part of the 2009 structural changes to local government in England, by virtue of an order under the Local Government and Public Involvement in Health Act 2007. It replaced the boroughs of Ellesmere Port & Neston, Vale Royal and Chester District and part of the former Cheshire County Council, which was disaggregated between the two new unitary authorities of Cheshire East and Cheshire West & Chester.

### Deployment

QueueBuster gives callers an alternative to waiting on hold in call centre queues by taking their details, queuing on their behalf, and then calling them back automatically when the next agent is available. The solution helps achieve best practice and delivers tangible benefits in efficiency, caller satisfaction and morale. Cheshire West & Chester council has now deployed this hosted service on the majority of its services including: Council Tax, Housing Benefit, Streetscene, Highways, School Admissions, Blue Badge and Waste.

*A proof of concept carried out prior to the purchase of the solution showed that the call centre had a productivity gain of 3.5 CW&C agents, whilst improving customer and agent satisfaction.*

QueueBuster achieves these results because the call back process is fully automated. All calls are handled on a first-in, first-out basis ensuring customers get their call back within the time-frame of the queue - not when queues have died down some time later. Agents receive QueueBuster call backs as inbound calls with a voice recording of the caller's name so they can greet customers personally.



The system is fully configurable, allowing the contact centre to manage the rates and flows of calls within the system to ensure maximum impact.

A big test for QueueBuster at CW&C was annual council tax billing. During March 2010 QueueBuster managed to successfully call back hundreds of customers with a success rate of over 99%.

**Cheryl Parsons, Customer Services Operational Manager at Cheshire West & Chester commented: "We have been delighted with the results of QueueBuster so far. As most other councils are aware, the annual billing for council tax can put extra pressure on call centres. This year, with the help of QueueBuster, we were able to handle more inquiries with the same number of staff."**

### **The Results**

Since QueueBuster went live in CW&C it has successfully called back over 20,000 customers. Over 95% of customers who selected the QueueBuster call back were successfully called back within the 2-hour timescale that is set by the council.

In excess of 30 lines come in to the contact centre and CW&C handle approximately 600,000 contacts each year. The introduction of QueueBuster has made a massive difference in them hitting their Service Levels for each of the different services they offer.

**"QueueBuster has become an integral part of our business. As we bring in new business and services, QueueBuster will now automatically be part of the suite offered." Cheryl concluded.**

### **About Netcall**

Netcall is the leading specialist in callback, auto-messaging and workforce management solutions, helping organisations such as; Birmingham City Council, Colchester Borough Council, Lewisham Council and Wokingham Borough Council to increase productivity while improving customer satisfaction and employee morale. Based near Cambridge (UK), the company has over 30 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange. Netcall acquired Q-Max Systems Ltd in October 2009.



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