

Case Study



Customer

East Dunbartonshire Council

Industry

Local Government

Project

Scalable call routing system

Solution

ContactPortal™
ContactCentre 59R

East Dunbartonshire Council takes its service delivery to the next level

The Challenge

East Dunbartonshire Council's Customer Service department had an inadequate Automatic Call Distributor (ACD) which limited the council's service delivery. It did not have the functionality needed to take the council's ambitious plans forward. The department needed skills-based routing, a reporting facility to evaluate performance, increased staff mobility and a scalable system that would grow with the department.

The old system did not allow call queuing, messaging between staff, and gave management little control over the calls received. The Council has the ultimate objective of becoming a one-number council; enabling all calls to be routed through a single number and streamlining contact points for both residents and staff.

The Solution

The Council decided that ContactCentre 59R, Netcall's ACD, and ContactPortal would help it to achieve its goals.

ContactPortal, a speech enabled virtual operator, was also deployed alongside ContactCentre 59R to handle internal calls and to give Council staff greater mobility by allowing calls to be routed wherever they would be working.

“The support and training from Netcall have been excellent. Two years ago we struggled to cope during spells of bad weather, but now even the local press has commented on the Council’s improved performance.”

Ellen Beattie
Contact Centre Manager

The solutions have been closely integrated with the Council’s CRM system to improve quality and reduce the time taken to complete transactions. The close integration of ContactCentre 59R with the CRM system also automatically prevents recording of sensitive payment card data which would otherwise violate PCI DSS requirement 3.2. This fits with the council’s PCI compliance strategy.

- Increased staff mobility ensures Council better equipped for spells of harsh weather
- 2,000 internal calls handled per day by ContactPortal
- Reporting facility increases performance metrics visibility for management
- PCI Compliant ensuring secure telephone payments

The Result

Netcall’s solutions are providing the versatility and configurability that the Council needs to adapt to the ever-changing landscape in the Public Sector. The Council and its staff can quickly respond to and anticipate the increasing demands placed upon them.

ContactPortal’s deployment meant that the switchboard could be brought into the contact centre so more calls were intercepted and routed to the right department without operator intervention. It handles 2,000 internal calls per day and has been well received by staff.

Furthermore, the council can record in-queue messages that inform callers why call volumes are high, such as when Council Tax reminders are due or there has been a major incident. This reduces calls taken by agents and ensures that complex queries are dealt with more quickly.

Although still new, East Dunbartonshire Council has already noticed service delivery improvements resulting from the installation of ContactCentre 59R and ContactPortal. With the flexibility of the new solutions, the council will continue to push the boundaries of the service they provide.

Netcall is one of the UK’s leading providers of Customer Engagement Solutions.

Netcall’s product suite delivers compelling solutions for end-to-end customer engagement, incorporating Intelligent Contact Handling, Workforce Optimisation, Enterprise Content Management and Business Process Management.

Netcall’s customer base contains over 750 organisations in both the private and public sectors. These include 80% of the major UK multiplex cinemas, over 70% of the NHS Acute Health Trusts, major telecoms operators and leading commercial organisations across many sectors.