



# Contact centre solutions help Blackburn with Darwen Borough Council to save over £60,000 p/a

## Customer

Blackburn with Darwen Borough Council

## Industry

Local government

## Project

Multichannel contact centre

## Solution

ContactPortal, ContactCentre 59R

## The Challenge

Blackburn with Darwen Council faced a common challenge; their ageing contact centre channel manager system was costly and unable to keep up with the current demands of their customers. It could not provide the functionality to handle multi-channel interactions or deliver against the council's programme of transformation.

Blackburn with Darwen was looking to offer an improved level of customer experience across the Council while also reducing costs. The solution needed to support their roll out of Skype for Business, future proof them for at least 5 years and grow with the Council's evolving needs. It also needed to deliver immediate productivity benefits and support them in their journey towards an omnichannel contact centre.

## The Solution

After going through a detailed procurement process the Council chose to purchase Netcall's ContactPortal and ContactCentre 59R solutions together with modules for email and web chat. The combination offered a cost effective way to replace existing systems while providing full functionality to meet their current requirements and the flexibility to grow their systems over the next few years. The solutions equipped the Council with the ability to deal with calls more effectively, automate call routing and smooth out daily peaks and troughs.



*“Netcall’s ContactCentre 59R multi-media channel manager has allowed the Council to meet the digital demands of our customers. It provides an application that allows us to manage interactions, by whatever media, in a consistent and corporate manner.*

*The solution has also provided us with some ‘Wow’ moments when we found functionality that we didn’t know was available to us.”*

**Ross McQueen**  
Customer Services Manager

**The Result**

The ‘general enquiries’ helpline received in excess of 600 call per day. The majority of these calls were ‘low value’ which could be handled by an Interactive Voice Response (IVR) system to deliver seamless routing of calls, saving approximately £60,000 per year; equivalent of 2-3 full time staff. It also allowed staff to focus on the ‘higher value’, more complex calls.

During local elections the contact centre was inundated with enquiries such as “How do I register to vote?“, “What do I need to do to register for a postal vote?” and “Where is my local polling station?”

Using a combination of IVR and voice forms, the system captured relevant information allowing the Council to:

- automate 65% of calls
- deliver a 75% time saving
- reduce call abandonment rates from 20% to just under 5%
- decrease average waiting time by more than half
- meet 100% of service delivery measures
- achieved zero customer complaints.

Small teams that deliver front-line services were using basic Microsoft Lync response groups to handle customer enquiries. The Council was able to offer the solution to handle all of their phone calls, providing messaging facilities, IVRs, comfort prompts and out of hour’s treatments. This allowed the Council to manage all of their customer contacts to the same standards available via the contact centre. Approximately 50% of the Netcall system users within the authority now sit outside of the contact centre.

**What’s Next?**

The Council now plan to implement web chat on their Council Tax helpline website. They estimate that 30% of calls that come in during daily peak periods will be ‘channel shifted’ and that agents will be able to handle up to four web chat sessions at a time. This should enable the Council to answer more questions in a shorter time leading to improved customer satisfaction.

The success of using ContactPortal for IVR is also spreading across the Council. After successful deployment in one of their new leisure centres the Council is now currently looking at rolling it out across three other leisure centres in the area.

**Netcall is one of the UK’s leading providers of end-to-end Customer Engagement Solutions.**

Our software product suite provides compelling solutions that are transforming customer engagement, including Multichannel Contact Centre, Workforce Optimisation, Proactive Outbound Applications, Customer Self Service, IVR & Speech Recognition, PCI IVR Payments, Case & Document Management and Customer Service Business Process Management. Our solutions are available on-premise, cloud or a hybrid blend of both.

Netcall’s customer base contains over 700 organisations in both the private and public sectors, including over 70% of the NHS Acute Health Trusts, major telecoms operators and leading commercial organisations across many sectors. Our aim is to enable clients to deliver superior customer service.

Hamilton House, 111 Marlowes, Hemel Hempstead, Hertfordshire HP1 1BB  
T: 0330 333 6100 E: enquiries@netcall.com **netcall.com**

