

£500,000+ IN SAVINGS

delivered over three years

of digital innovation

INNOVATE WITH DIGITAL

Contract started in **1995**



What they achieved



Channel shift

from a phone and face-to-face, paper-based service to **self-serve only**



Reached a wide range of the population,

including 13% of which had not used a computer before



HOW they did it

Phased roll-out of Digital by Default



Reduced face-to-face and phone volumes

while maintaining strong customer engagement



Development of a staff script

for front line staff



The use of advocates

to assist customers with the online process

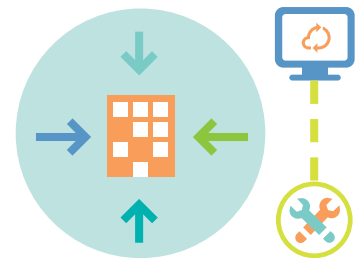


including **local partners** such as housing providers



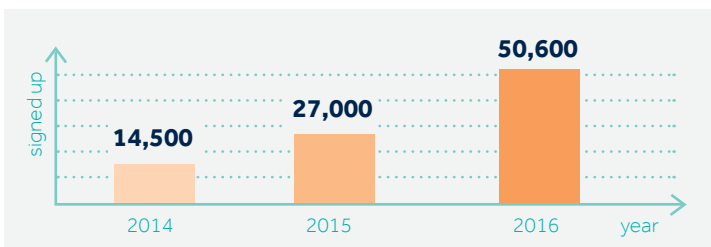
Creation of a self-service support area

for customers in council offices, libraries and other locations



Results

Steady sign up to the self-service platform



Call centre efficiency gains,

a large drop in administration as well as a significant drop in monthly postage costs



24% reduction in call volume

since introduction of self-serve



96.2% call answered rates

leading to improved service for those needing to contact the council



"The implementation of self-service for revenues and benefits has been really successful. A key factor in the success and smooth transition to a new operational delivery model was the **detailed approach and planning of the team** delivering the project."



Richard Penska,
Head of Support Services Partnership,
North Somerset Council