

How Enfield Council Now Answer Over 3000 Calls Per Day, Respond Faster To Residents' Needs And Improve Satisfaction Levels Too Good to Be True?... It Gets Better, They Enjoyed A Return On Investment In Under A Year

ENFIELD
Council



Enfield Council, like many others across the country, deal with over 3,000 calls a day from residents with queries on everything from Council Tax demands to rubbish collection.

Until recently, many calls from residents were not dealt with to their complete satisfaction, or worse still, went unanswered.

In order to achieve their stringent service standards, Enfield realised that this was an area that they needed to address, and that their telephony was a technology that could be much improved upon.

By engaging telecommunication experts Actimax, and undertaking a complete review of the existing communications set up, it was soon discovered that dramatic improvements could be made quite quickly, along with excellent cost savings.

It is standard practice for many Councils to handle their heavy call traffic by outsourcing the majority of enquiries to a third party.

These organisations are able to answer a set of standard enquiries, but a large percentage of calls are dealt with by taking a message, and then handing back to the council. This can obviously be a slow and cumbersome method of dealing with residents' enquiries, to which they expect a speedy resolution.

This way of working was considered a viable option in recent years, as technically this type of computerised Interactive Voice Response system was seen as complicated and highly technical to manage. But because of this, the service that these third parties provide is often sold at a very high cost to the Council. Also other drawbacks include that it does not provide the flexibility required by organisations truly focused on improving resident services.

After consultation with their Actimax Project Manager, Enfield discovered that they could not only manage their own in-house solution -- with a

return on investment of less than a year -- but could dramatically improve on the flexibility of the system and improve the service and response to their residents.

Having the system on site also means that when legislation and policy changes occur -- as they frequently do in departments such as housing and benefits -- the information that residents receive on the IVR can be amended in a matter of hours or days, rather than the two week lead time required by many outsource suppliers.

The introduction of the on-site IVR system has improved Enfield's efficiency, and speeded up the customer experience. Enfield's focus on residents also means that all callers still have the option to speak to an advisor rather than recorded information, should this be their preference.

All of these improvements have the added advantage that they can be achieved without the need to replace an existing telephony infrastructure. The technology used to bring about these

can be
addition to
legacy
protecting
capital
For a full



explanation
Council
their

*Tracy Chamberlain Acting
Head of Customer Services*

enhancements
introduced as an
an existing
system,
any previous
expenditure.
and
comprehensive
of how Enfield
have improved
telephony
infrastructure and the features and benefits that
they are enjoying, visit
www.actimax.co.uk/businesssector.asp and
download your copy of the case study that explains
how you can reap similar benefits, or call Actimax
on 01268 243900

Over the past 10 years Actimax has achieved business awards in Essex, nationally and in Europe with its strong reputation for customer service and reliability.

Contact Actimax:
0800 056 7575
email: info@actimax.co.uk
www.actimax.co.uk