

Melton Borough Council had a new CRM system up and running within only 12 weeks by choosing Northgate. The industry norm is nearer 20. It let Melton deliver customer service, not only faster, but better than ever. Non-specialists can use the system, it's raising service levels — and it's enabling joined-up working.

Melton gets top CRM in only 12 weeks

CASE STUDY



Melton
Borough
Council

- Better service faster
- Joined-up working enabled
- Non-specialists empowered
- Transactions speeded up
- Mobile savings to come

"Front Office gives us an easy to use platform for handling customer enquiries reliably at the first point of contact"

Jill Simpson
Customer Services Manager,
Melton Borough Council

Record-breaking service

Melton Borough Council was able to improve customer service in record time by implementing Northgate Front Office CRM. The system was installed in only 12 weeks — well inside the industry norm of 4-5 months.

This was possible partly because Front Office has such a simple interface. Another factor is its integral process design tool, Workbench. This lets new services be designed and deployed quickly by non-technical people.

Also, training times are minimal because Front Office is so user-friendly and easy to learn.

All the answers

Front Office enables non-expert advisors to handle customer queries without referring them to specialist departments. They have all the answers at their fingertips because Front Office integrates so smoothly with the back office systems.

As a result, callers can get reliable answers about Council Tax, Benefits, Refuse Collection, etc, at the first point of contact. More queries are dealt with via Front Office, freeing up specialist staff time, and the Council is now aiming for 100%.

Better still, customers receive answers quickly because Front Office is so easy to use. It cut transaction times immediately.

Joined-up for safety

Importantly, too, Front Office is enabling joined-up working — and not just inside the Council. For example, Leicestershire Constabulary's Community Safety initiatives will use anti-social behaviour statistics from Melton's Front Office.

Keith Aubrey, Melton's Corporate Director, said: *"I am excited about the possibilities for joined up working with our partners through Front Office."*

Internally, Melton is planning more. Further integration with the back office will improve customer service through joined-up working across all areas, from e-payments to Waste Management, Revenues, Benefits and Housing.

"Let's make change work"

More queries are being dealt with — faster and better

People want answers

CRM is vital for Melton because it's a mainly rural area of 481 km². People want answers without travelling, and Front Office makes this possible.

It will be even easier when Melton implements its plans for Self-Serve and Front Office Mobile. With Self-Serve people can get the answers for themselves through the Internet, 24/7. Mobile will help the needy by letting advisors bring CRM to people in their own homes.

Using customer insight

Other plans include identifying more customer requirements by analysing call data. With these insights, Melton can use Front Office to point specific customer groups toward other relevant services.

Melton will also be able to raise its performance levels. Front Office lets it measure its cost and best-practice achievements against key performance indicators. This will help the Council provide the highest quality service to its customers in the most cost-efficient way.

Relationship works

Melton has had a strong relationship with Northgate since 1992. It uses Northgate Revenues, Benefits and Housing, and is moving towards Northgate Corporate Mobile.

In Front Office it now has the market-leading CRM system — installed fast and efficiently. *"The implementation went extremely smoothly",* Stuart Oliver, CRM Development Officer, said. *"The knowledge and professionalism of Northgate's staff ensured that the system went live on time and without any problems."*



An artist's impression of the council's new offices in Melton Mowbray — one of the oldest market towns in Britain. It is famous for its rural heritage, country pursuits — and those legendary pork pies and Stilton cheese.

Let's talk

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