



Case Study

Putting citizens first

Improving citizens' access to government services is just one of the challenges facing local authorities, following the publication of the Government's white paper 'Modernising Government'. The paper has put pressure on all government bodies to review their traditional methods of interacting with the communities that they serve. Hertfordshire County Council undertook such a review and in response, started a project (Herts Connect) that placed the Council firmly at the forefront of modernised government.

Enlisting the help of The Capita Group, one of the UK's leading professional support service organisations, the Council set about implementing a multi-channel customer contact centre.

The initial focus of the project saw the development of the Customer Service Centre (CSC), to improve the flow of information between Council departments and citizens, and handle the estimated 1.5 million calls per annum that the Council receives.




To meet the needs of individual enquiries, the Customer Service Advisors within the CSC needed to instantly access a wide range of information on Council services from a single source. Capita chose Oracle's Customer Relationship Management (CRM) application to give the CSC the ability to handle multiple departmental enquiries. Ensuring that Advisors can swiftly enter a caller's name and address details directly into the central database is a key component in handling a resident's query in a professional manner.

Addressing citizens

Fully integrated into the Oracle CRM solution at the CSC is the UK's number one address management solution, QuickAddress. Developed by QAS, QuickAddress provides the contact





centre staff with a fast and accurate way to capture name and address data on-line. By simply entering a postcode, QuickAddress will return the correct address to street level and enter the selected data directly into the Oracle CRM application. Ensuring that name and address information is correct within the database reduces the chances of duplicate records and ensures that Council communications reach their intended recipients.

“Using QuickAddress prevents us from having to type the full address into the system. We can clarify information very easily with callers,” says Capita’s Operations Co-ordinator, Hayley Whyman. “QuickAddress is very resilient, it complements our systems very well. We are currently dealing with more than 3,000 calls a day.”

Multi-channel contact

QuickAddress, on average, saves 80% of the keystrokes required to enter a full name and address directly into the Oracle CRM application at the centre. With additional access channels being added in the near future, the time saved recording an address will increase the amount of enquiries operators can handle.

The Herts Connect centre is the first multi-channel customer contact centre in local government. It represents a significant move forward, not only for Hertfordshire County Council’s objective to ensure citizens have greater access to council services, but also for the government’s drive to modernise government departments. The project has been looked upon with great interest by other government departments. In response, Capita, Oracle and eLoyalty, systems integrators on the project, have formed a partnership to deliver multi-channel contact services throughout the public sector.



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