

MEATH COUNTY COUNCIL

CUSTOMER SERVICE WORKSHOP

9TH November, 2017

SUGAR SYSTEM AND CUSTOMER
ENGAGEMENT



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meath county council

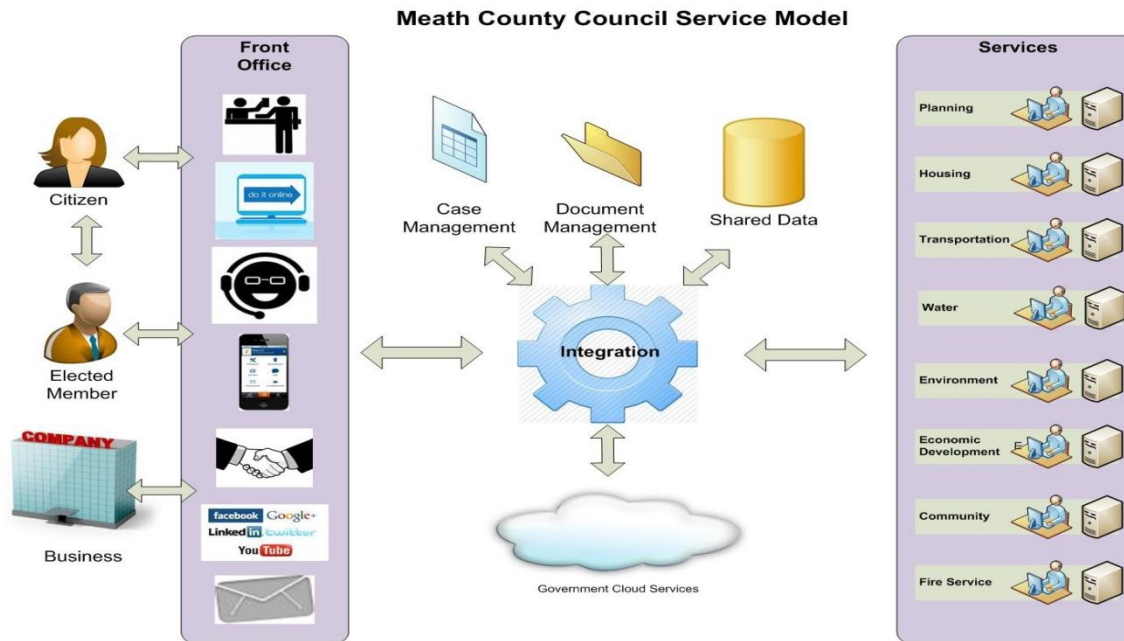
Background

- **Guiding Documents:**
 - Putting People First
 - Corporate Plan:
 - core values, strategic objectives
 - Customer Service Plan
- **Effective Customer Service Delivery**
 - Meath – Pop. 195,000
 - Focus
 - awareness of needs, accurate and consistent messages, service delivery, reputation, loyalty, high level communications, investment in staff training



New Model for Customer Service

Objective: To implement an organisation-wide CRM system supporting consistent recording, assignment, tracking and reporting on service requests to enhance service delivery to our customers



New Model for Customer Service

- Customer Relationship Management tool i.e. SugarCRM
 - customer /Councillor interactions/queries/complaints etc.
 - record - assign – respond - track - report
- Customer Service Team
 - expressions of interest (15- 20 staff)
 - training
 - knowledge building
 - referral skills



What has changed?

Before

- several points of contact
- referral approach – ad hoc
- individual tracking – spreadsheets/notes etc.
- poor follow-up
- information sharing - difficult

After

- one point of contact – one number/one email
- unification of offices
- customer service team
- frontline knowledge base
- clear referral lines
- time-framed response to customer
- tracking & follow up
- report generation

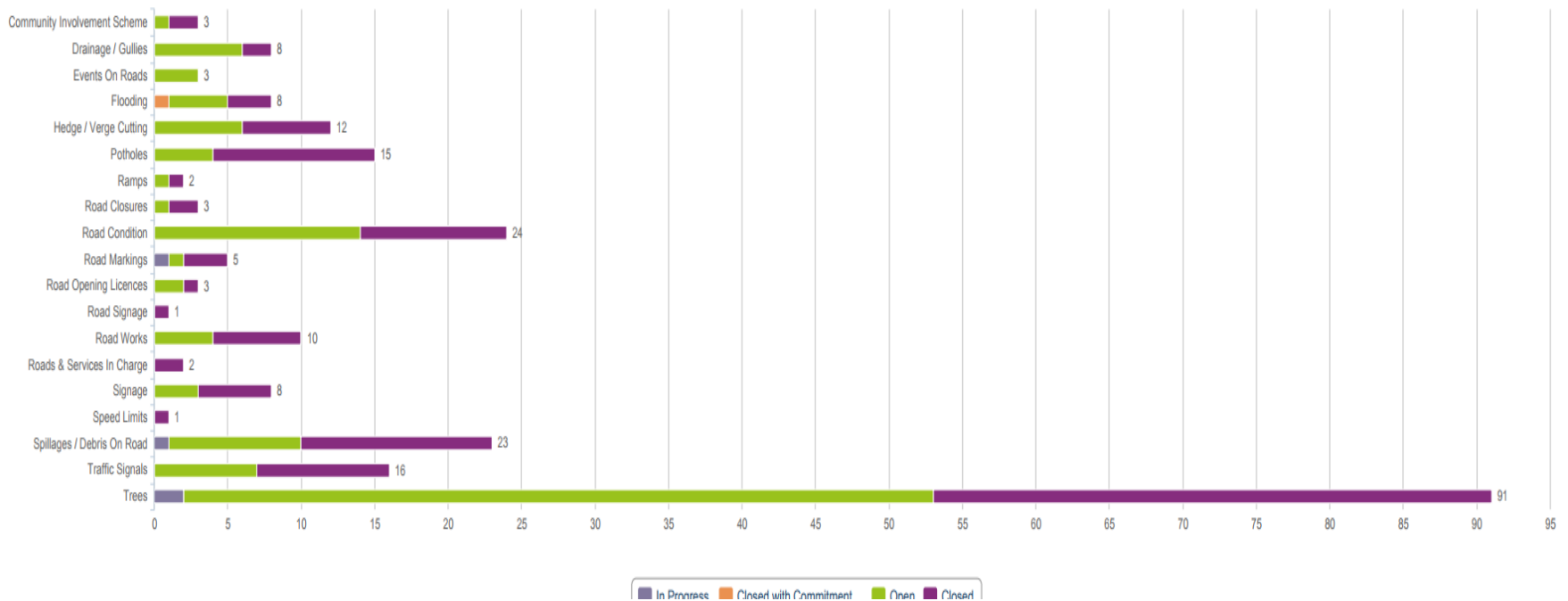


How is it measured?

- Sugar reporting suite - K-reporter
- Contact centre

Rpt 1.12.4 - CST - Transportation Cases - By Category

Rpt 1.12.2 - CST - Transportation Cases - By Category



Summary of Benefits

- improved overall customer service, including faster response time
- customer service team in a better position to deliver at the first point of contact – 70% queries answered
- reports provide valuable information for Management Team and informs strategic management
- allows departmental managers to allocate resources in a more efficient and timely manner
- integrated CRM data, facilitates standardised processes.



Challenges & Next Steps

Challenges

- customer expectations – citizens, Councillors
- complaints – FOI, Ombudsman etc.
- communications - media - social media platforms
- internal resources

Next Steps

- Updated Version 1.5
- mobile access
- Civic Q Customer Survey
- phone system integration
- Online self-service interface



Thank You

Questions



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