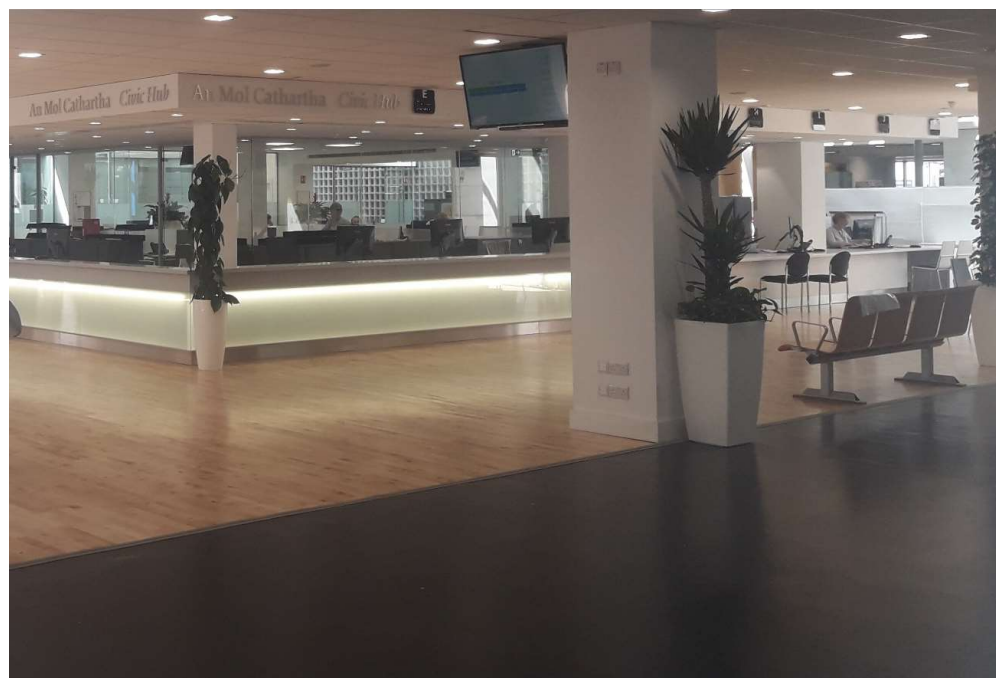# dlr Civic Hub

*DELIVERING BETTER CUSTOMER SERVICE THROUGH ORGANISATIONAL CHANGE*

*MARY T. DALY, DIRECTOR OF CORPORATE, HUMAN RESOURCES AND I.T*

# The dlr Civic Hub

- ✓ Opened in June 2018

- ✓ Developed to be a single point for all our customers needs

- ✓ Dealt with over 77,000 customer queries in our first 6 months

- ✓ Approx 150,000 in 2019

# Dlr Civic Hub

How our new Customer Service Centre is enhancing our Services

**First point of contact for all customer interactions**

All channels of communication are driven through the Hub

- ➢ All public counters combined into one Customer Service Centre

- ➢ Ability to track all queries allowing customers & Councillors to receive updates on requests made.

- ➢ Quick tool allowing Management Tool to track all queries.

# dlr Civic Hub

Defining the services to take on

- Developed the **dlr Service Catalogue**

- Focused on high volume low intensity services

- Developed robust **'How to' guides** for staff

- Developed **SLAs** with service departments

- Provided significant **training** to customer service staff

# dlr Service Catalogue

A comprehensive list of the services provided by this Local Authority

- Used the National Costing Codes as a starting point
- Lists the following for each service:
  - Unique Service reference number
  - Service Name
  - Service Description
  - Service Department & Team/section
  - Internal or external service
  - Primary customer
  - Statutory & if so under what legislation
  - Budget Division, Service and Subservice
  - Cost of Service
  - Relevant Objectives in Corporate Plan
  - Key words
  - Hours of service provision/availability
- **All customer interactions are linked to a specific service going forward**

# Why centralise services?

- Consistency on how all customers are dealt with

- Improved **reporting** across the organisation

- Better knowledge management – all information available to all staff

- Closure of cases and follow up with customers co-ordinated through one office

- Management of Members Representations with monthly updates for Councillors

# How we are changing?

| BEFORE | AFTER |
|---|---|

**A Single Case Management System**

- The case was logged
- Then sent to the service area
- No process for tracking or follow up
- No single reporting system

**A multi-layered work management system**

- Cases are logged by the Hub/Admin sections
- Cases create inspections
- Inspections, which remain linked to the case, are sent to the service areas
- Engineers, Inspectors and Foremen can create Jobs, linked to the inspection, for crews to complete
- All items can be see and tracked through the Hub

# Systems for Tracking Customer Interactions

**IN USE**

Deadsure – Public lighting

OHMS – Housing

A-Pass – Planning

Dynamics 365 – All other services

**CURRENTLY BEING DEVELOPED**

Ongoing Updating of the dlr Service Catalogue as a foundation for all development

Cross system Dashboards

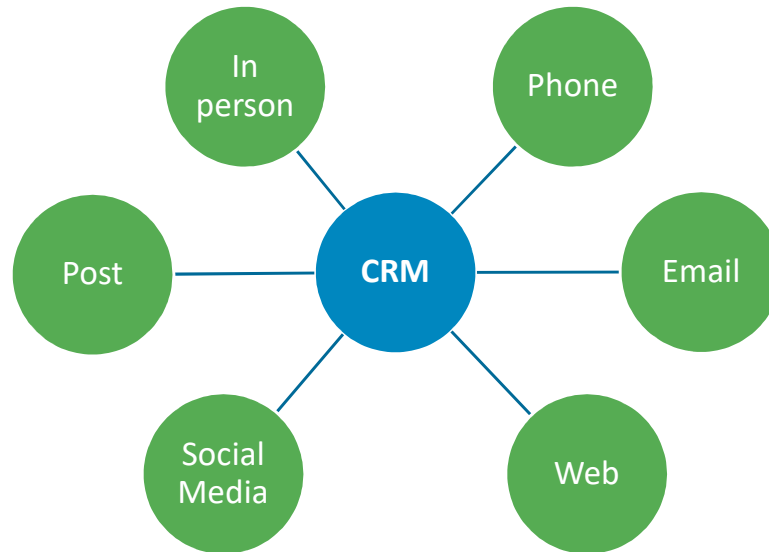Dynamics 365 - move from Case Management only to Cases, Inspections & Work Orders

Customer & Councillor Web Portals

Push towards online service provision

# Microsoft Dynamics CRM

- A Microsoft based Customer Relationship Management System
- Monitors & tracks all customer interactions within our Organisation



DLR has customised Dynamics to ensure all information relevant to our organisation is captured.

# Improvement & Benefits

# Tangible Benefits – First Six Months

## From 12,500 in 2017



July to December - 2017

Jul-17: 2175
Aug-17: 2126
Sep-17: 2075
Oct-17: 2451
Nov-17: 2344
Dec-17: 1371

## to over 77,000 in 2018



Legend: Email, Counter, Phone
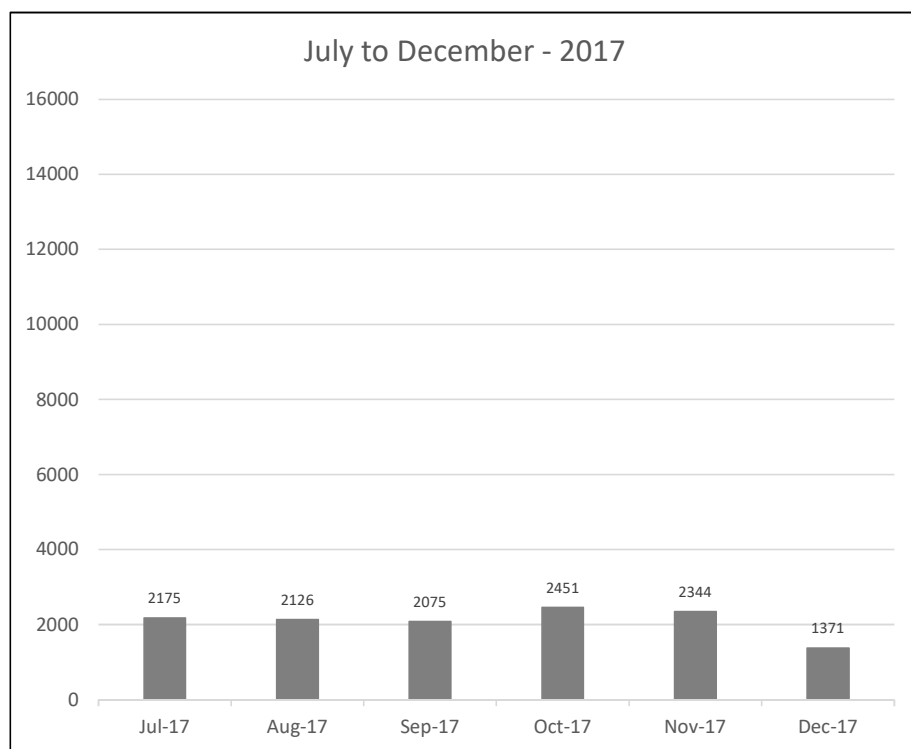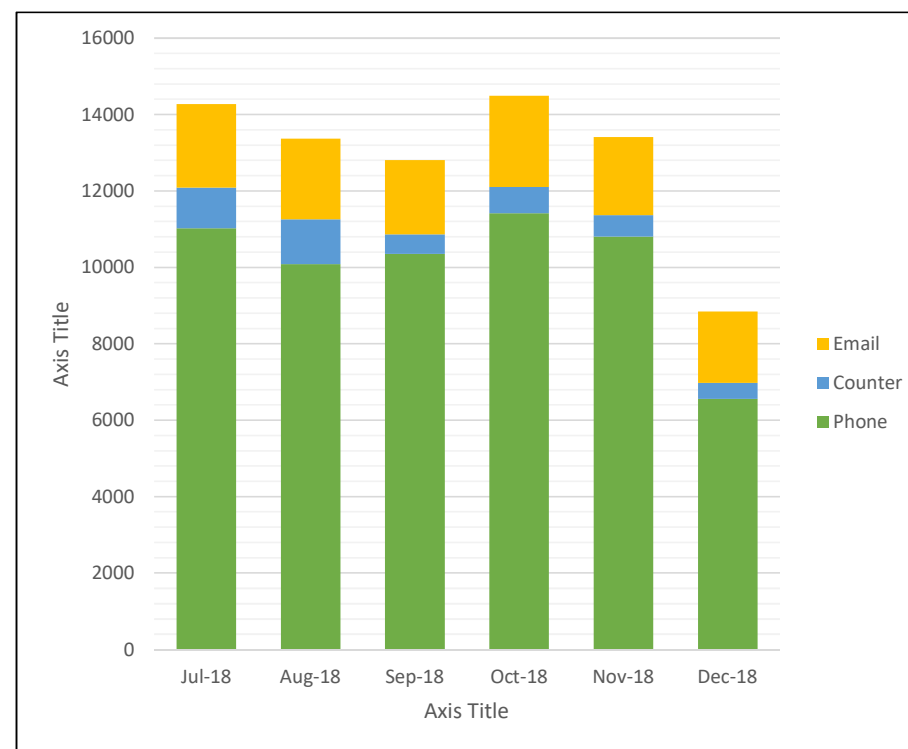
# Immediate Improvement Evident

Measurable increase in customer interactions captured:
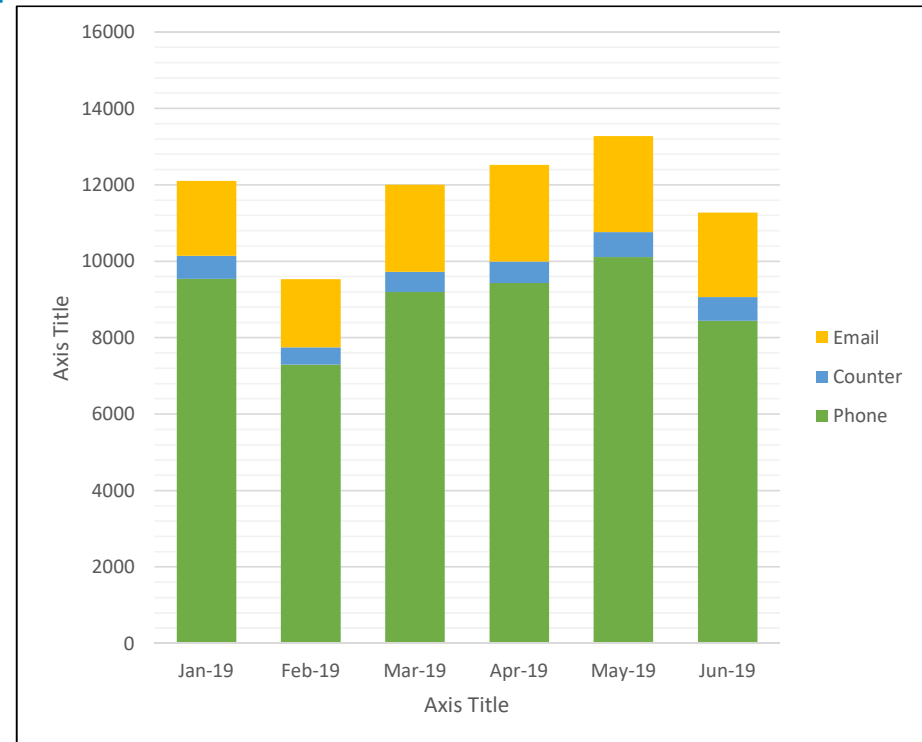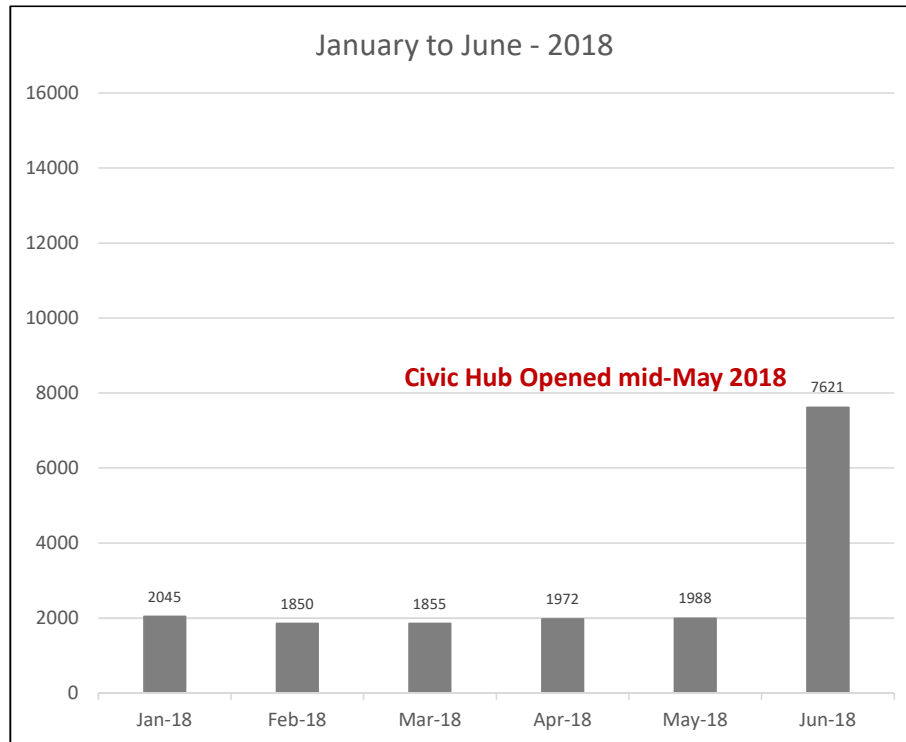
# Customer Service 2019

| | |
|---|---|
| Info@dlrcoco | 17,971 |
| Councillor Reps | 6,291 |
| Counter Interactions | 5,910 |
| Phones | 97,440 |

"DATA IS THE NEW GOLD"

24 Hour
Demand Led
Services

# Dashboards

➢ Updates in real time

➢ Ensures decisions are knowledge based

➢ Provides an overview of the current position

    ➢ Service Delivery

    ➢ Customer queries

    ➢ Elected Members representations

    ➢ Budgetary position

    ➢ Resource allocation

➢ Allows the organisation to use the data it generates to benefit our customers, our residents, our businesses and our communities

*Dashboards are the new currency*

# Planning Dashboard
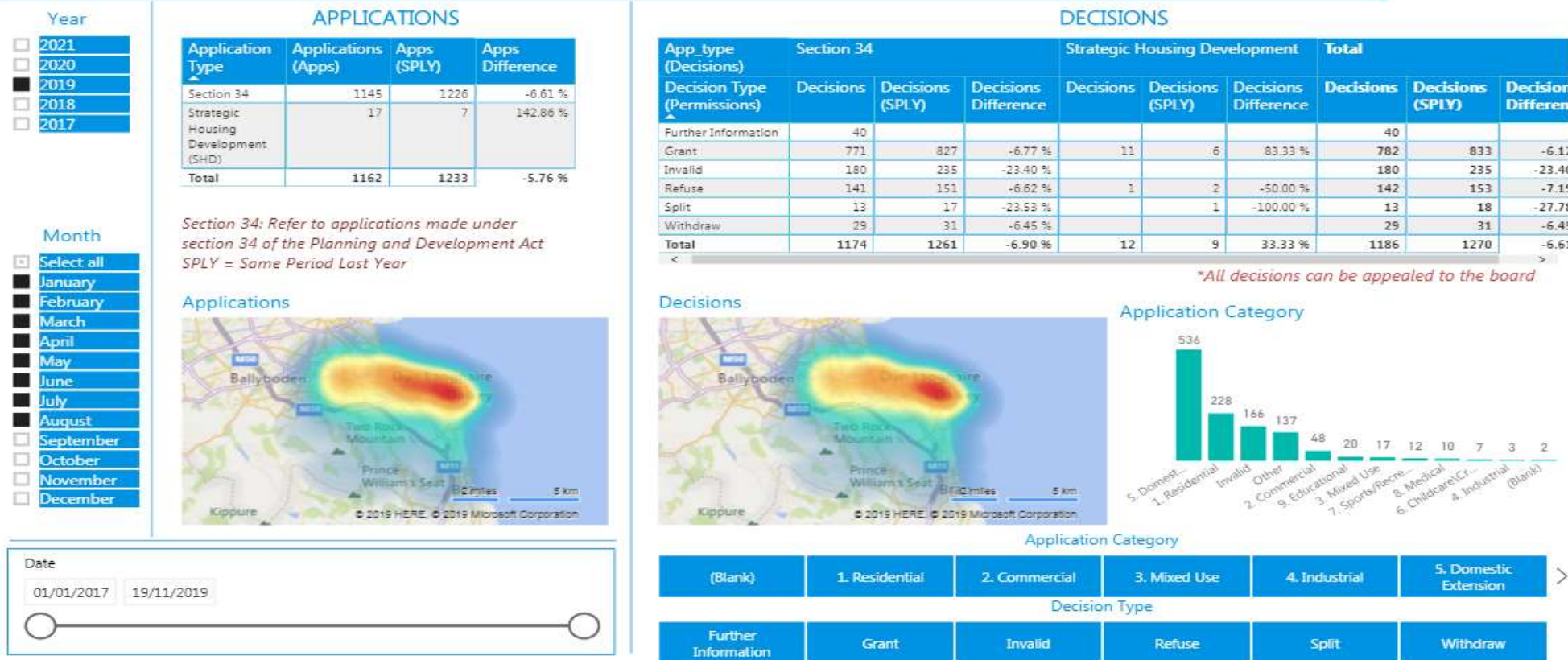
# Customer Interactions Dashboard

# Questions