Customer Experience at Limerick City and County Council

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NOAC Customer Services Workshop

2017-11-09

Introduction

- Limerick
  - Population of 190,000
  - 42% of Limerick's population is under the age of 30

- Limerick City and County Council
  - Formed in 2014
  - Over 1000 staff
  - 44 councillors

- Customer Services
  - 24 FTE staff
  - Front line contact for over 500 services

Customer Services Background

- Customers had multiple points of contact
- Customer Services Department established in 2013
- Cases were submitted via:
  - Phone
  - Email
  - In person
- Issues
  - Unstructured information
  - Lack of clarity
  - Unsolicited personal information
  - Reporting

A new service based approach

- **Operational model**
  - Moved from a silo structure to a matrix
- **Service catalogue**
  - Provides a structure for our business
  - Identifies service owners
  - Identifies teams
  - Improves reporting
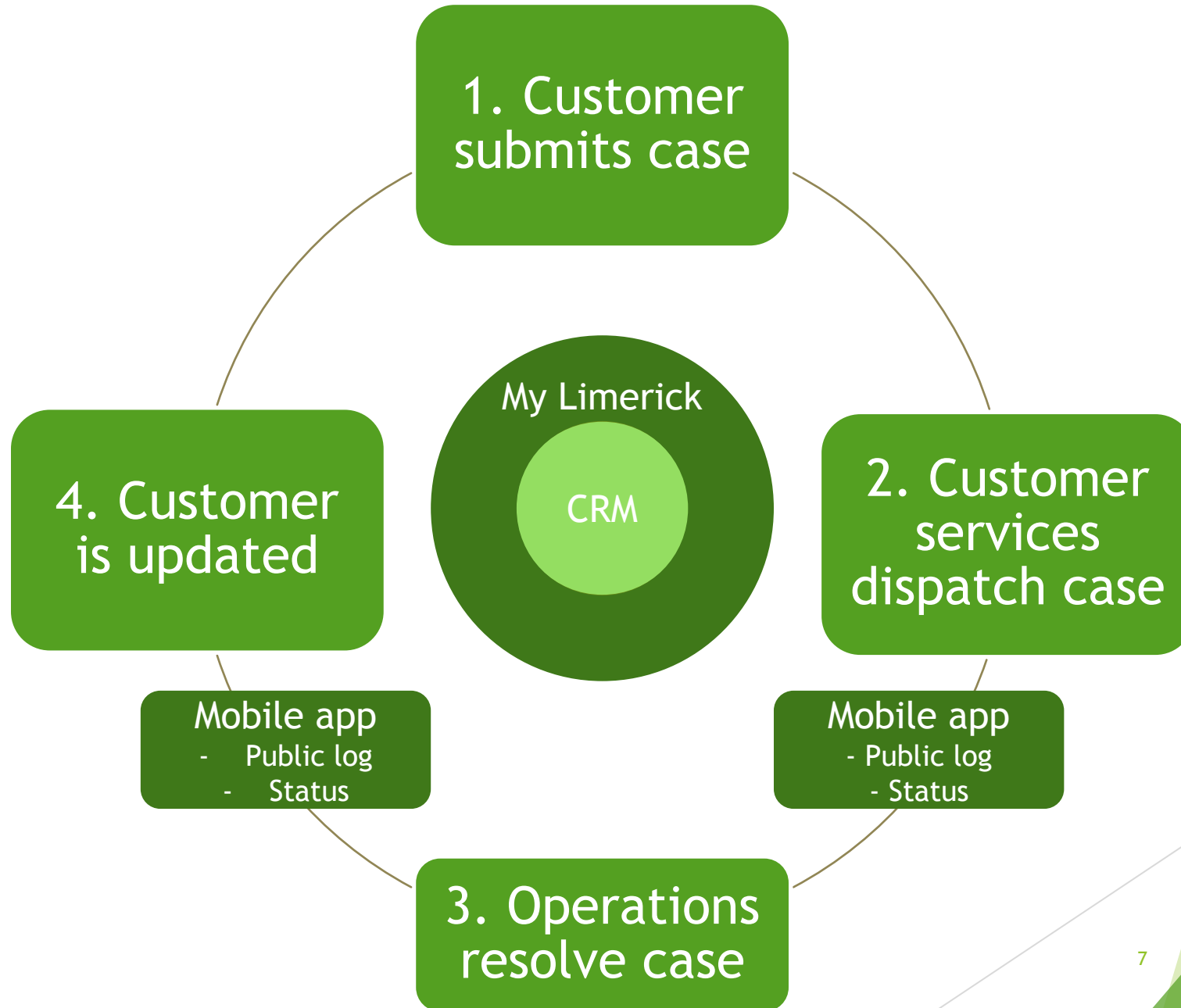 - Implemented in our CRM

Digital Supports

My Limerick

CRM

Staff Mobile App

Customer Experience Workflow

- 1. Customer submits case
- 2. Customer services dispatch case
- 3. Operations resolve case
  - Staff mobile app
- 4. Customer is updated

Demo

Content | Structure | Appearance | Extend | Configuration | People | Reports | ? Help

Hello James Sweeney

My Limerick ❤️ - Logout

Dashboard My Favourites Inspire Me My Cases **My Represented Cases** My Profile Submit Content

Edit Case - Test representation from CRM - please ignore and delete

← BACK TO CASES

FEEDBACK

Case Details

This form shows you your case details. Note that you can only edit a case with status 'new'.

Case Status
Resolved

Subject *
Test representation from CRM - please ignore and delete

Case Number
312369

Case Creation Date
Mon, 11/09/2017

Description
Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore. Test description please ignore.

Please provide a detailed description of your case.

Content | Structure | Appearance | Extend | Configuration | People | Reports | ? Help

Test description please ignore. Test description please ignore. Test description please ignore.
Please provide a detailed description of your case.

Map

Enter a location

Latitude: 52.5090517 Longitude: -8.747495500000014

The geographical location associated with this case

Public Log

Test public log entry please ignore.

Attachments

ADD A NEW FILE

The customers details associated with this case

Leanne O'Brien

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SAVE CASE

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Future