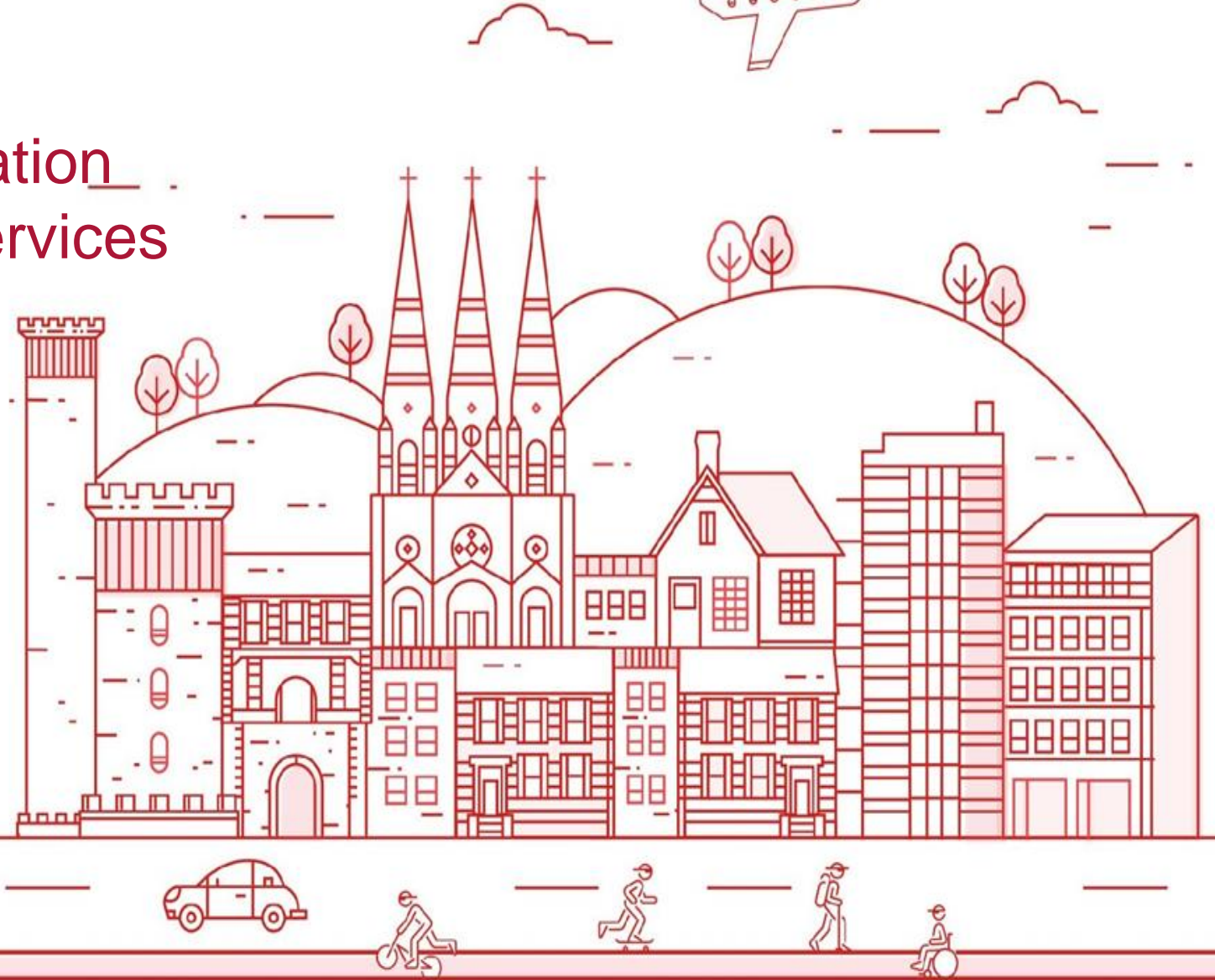


Customer Service Transformation Transforming & Innovating Services

Noelle Desmond
Conor Ahern



What is and who are Service rePublic?

CUSTOMER SERVICES TRANSFORMATION IN CORK COUNTY COUNCIL



Perceptions Survey commissioned by Cork County Council about how personal & business customers feel about the council services

DEC 2014



Tender undertaken for the review of services at local offices around the county.

MAR 2015



Customer Service Review project commences around the county

AUG 2015



Contract for provision of customer experience portal commences with Firmstep

APR 2016



Service rePublic Team formed in Cork County Council and service design live projects commence

JAN 2017



Service rePublic Programme of service design projects ongoing

AUG 2017

SEP 2017

Fieldwork carried out for the perceptions survey



Tender is undertaken for the provision of a customer service portal



Customer Service Review final report and transformation roadmap produced



www.yourcouncil.ie portal goes Live with 30 online services



Official Launch of Service rePublic Centre



Service rePublic hosts the International Service Design Experience In Cork. www.servicedesignireland.com

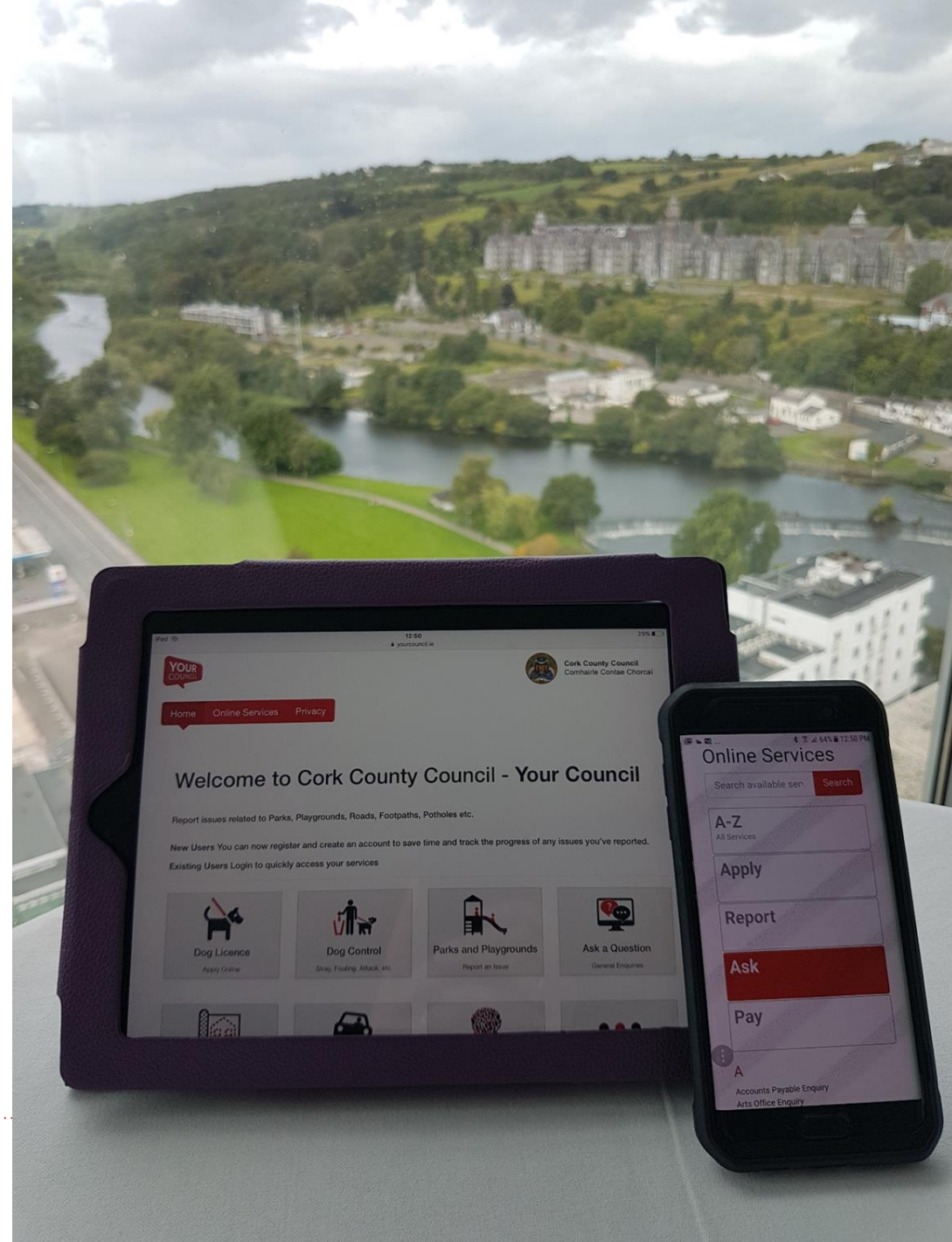


Senior Management at Cork County Council wanted to improve customer and staff outcomes county-wide and set up a centre to use and showcase service design approaches.

With a council in the process of 'going digital' we saw an opportunity to ensure services were led by user needs.

Firmstep Customer Experience Platform allows us to prototype and develop online customer experiences.

Customer facing portal for 24/7 access to Customer Services supported by a back office CRM database for staff.





Welcome to Cork County Council - Your Council

Report issues related to Parks, Playgrounds, Roads, Footpaths, Potholes etc.

New Users You can now register and create an account to save time and track the progress of any issues you've reported.

Existing Users Login to quickly access your services

 Dog Licence Apply Online	 Dog Control Stray, Fouling, Attack, etc	 View Boundary Proposal Make a Submission	 Ask a Question General Enquiries
 Pre-Planning Meeting Request a Meeting	 Roads & Footpaths Potholes, Safety, Signage etc	 Trees & Hedges Report an Issue	 More Online Services Apply Report Ask Pay



Online Services

Search available services

A-Z All Services	Apply	Report
Ask	Pay	

- A** Accounts Payable Enquiry
Animal Welfare
Arts Office Enquiry
Ask A Question
- B** Building Control Management System (BCMS)
- C** Choice Based Letting
Choice Based Letting North Enquiry
Choice Based Letting South Enquiry
Choice Based Letting West Enquiry
Civic Amenity Sites & Recycling Enquiry
Community Development Enquiry
Cork County Alerts
Cork County Alerts Registration
Corporate Affairs Enquiry
- D** Dead Animal Removal
Dog & Veterinary Enquiries
Dog Attack on other Animal(s)
Dog Attack on Person(s)
Dog Collection
Dog Control
Dog Controlled & Listed Breeds
Dog Fouling
Dog Licence Application
Dog Stray & Abandoned
Dog Surrender to Vet Dept
Dogs - Excessive Barking
- E** Electoral Register Enquiry
Environment - Air, Noise & Water Quality Enquiry
- F** Find your Local Councillor
Fire & Building Control Enquiry
Flooding/Drainage - Report an Issue
Footpaths - Report an Issue
- H** Have your say on Cork County Councils proposal for a boundary alteration
Higher Educational Grants Enquiry
Horse Control
House Purchase Enquiry
Housing Assistance Programme Enquiry
Housing Enquiry
Housing Loan Enquiry
Housing Repair & Leasing Enquiry
Human Resources & Recruitment Enquiry
- I** Ideas & Suggestions for Online Services
- J** Job Vacancies
- L** Library Enquiry
Litter & Waste Enquiry
Local Property Tax
- M** Mix Your Mode Journey Planner
Motor Tax
Motor Tax Enquiry
- O** Outdoor Gym/Multi Use Area - Report an Issue
- P** Parks and Playgrounds Report an Issue
Planning Application - Observations
Planning Enquiry
Planning Enquiry System
Planning West Cork Enquiry
Playgrounds - Report an Issue
Potholes - Report an Issue
Pre-Planning Meeting Application
Public Lighting Enquiry
Public Lighting Fault
Public Parks - Report an Issue
Public Participation Network
- R** Rates Enquiry
Recycling Enquiry
Register of Electors
Road Resurfacing - Report an Issue
Road Safety - Report an Issue
Roads and Footpaths Report an Issue
Roads Enquiry
- S** School Water Safety Education Programme
Signage - Report an Issue
Skatepark - Report an Issue
Small Resource Exchange
Social Housing - North Cork
Social Housing - South Cork
Social Housing - West Cork
- T** Tenant Purchase Scheme Enquiry
Trees and Hedges - Report an Issue
- V** Vacant Homes - Rebuilding Ireland
- W** Walkway & Greenway - Report an Issue

“Great. Fantastic means of contacting the council with a very easy to use format”
Dog Licence Application

“Great new service, very easy to use.
Fast & efficient ...” PrePlanning Meeting Request

“Very helpful compared to other councils”
Ask a Question

“Great idea to be able to report a problem in the playgrounds like this”
Report a Problem

Online Services

YourCouncil.ie is customer facing

The screenshot shows the homepage of www.yourcouncil.ie. At the top, there is a navigation bar with 'Register' and 'Login' links. Below this is the 'YOUR COUNCIL' logo and the Cork County Council logo. A secondary navigation bar contains 'Home', 'Online Services', and 'Privacy'. The main heading reads 'Welcome to Cork County Council - Your Council'. Below this, there are sections for reporting issues (Parks, Playgrounds, Roads, Footpaths, Potholes), a 'New Users' registration section, and an 'Existing Users' login section. A grid of service tiles includes: Dog Licence (Apply Online), Dog Control (Stray, Fouling, Attack, etc), View Boundary Proposal (Make a Submission), Ask a Question (General Enquiries), Pre-Planning Meeting (Request a Meeting), Roads & Footpaths (Potholes, Safety, Signage etc), Trees & Hedges (Report an Issue), and More Online Services (Apply Report Ask Pay). The footer contains the council's name in Irish and English.

DASH is available to staff only

The screenshot shows the 'Dash' interface for staff. It features a navigation bar with 'Home', 'Dashboard', 'Services', and 'Help Sheets'. The main heading is 'Dash'. Below this is a 'Latest News' section with several announcements: 'The Map window on the Firmstep Forms should be working now again. Cases can be logged as normal.', 'Please LOGIN to create a case and to view Dashboard and Services.', and 'Don't forget to ask the customer if they'd like to be updated on their issue - Enter their Email and Status Updates and they'll be updated automatically at login, processing and closing stages. Please advise our customers that can log their case on www.yourcouncil.ie'. A grid of service tiles includes: Trees & Hedges (Report an Issue), Roads & Footpaths (Potholes, Safety, Signage etc), Parks & Playgrounds (Report an Issue), and Dog Control (Stray, Fouling, Attack, etc). Below the tiles, there is a section for upcoming changes to the Roads 'Report It' Forms, including: 'Removal of location for pin on map', 'Assigning cases to users instead of groups', 'Emailing users cases assigned to them', 'New suite of reports to be developed to filter by users, municipal district, etc', 'Link to cases included in reports and emails', and 'New process/forms and reports to be created for Admin & Policy Reporting'. A 'Need help?' section provides an email address: customerportal@corkcoco.ie. The footer states 'This site is powered by Cork County Council'.

Roads and Footpaths

Report issues about potholes, signage, footpaths etc

Tell us about the issue Show us where the issue is Would you like to be updated?

This online service should not be used to log emergency issues eg. oil or hazardous spillage

Cork County Council Emergency (out of hours) for roads is 021 4800048
(to be used at weekends and on weekdays after 5pm and before 9am).

Cork County Council Emergency Numbers (office hours) for roads are available [here](#)

We need to know what the issue relates to. Please select one of the following

- Potholes
- Resurfacing Issue
- Flooding / Drainage
- Road Safety
- Signage
- Footpaths
- Litter
- Other roads issue

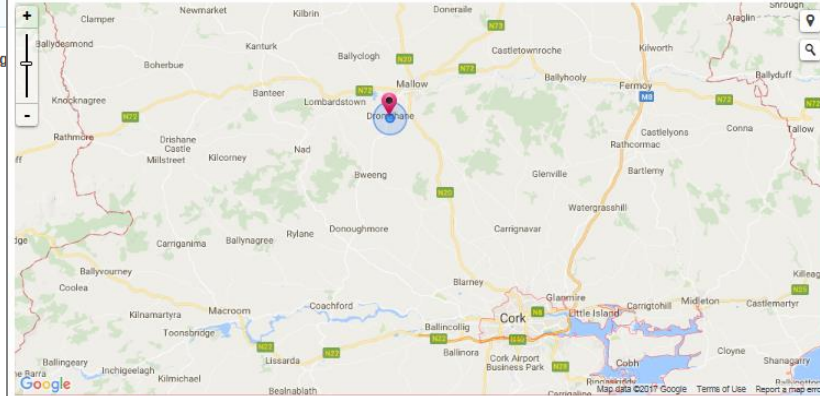
Cancel

Roads and Footpaths

Report issues about potholes, signage, footpaths etc

Tell us about the issue Show us where the issue is Would you like to be updated?

Zoom in and click on the map to place a red pin showing the location of your issue



Location of red pin on map Dromore, Ireland

If the issue occurs at a residential or business address, please click below to add the address as this will help us locate the issue

Click here to add residential address

Please ensure you provide clear location details below to help us locate the issue (eg. road number together with townland)

Location details * Dromahane Village, left at the crossroads, heading towards the machinery yard

Please help us to find the issue by including any nearby landmarks, road numbers together with townland, road markings, etc.

Municipal District Office in this area Annabella, Mallow or Mallow Road, Kanturk

Roads and Footpaths

Report issues about potholes, signage, footpaths etc

Tell us about the issue Show us where the issue is Would you like to be updated?

Updates on this issue are available via email. If you would like to receive email updates on this issue, please provide your contact email address.

Receive Updates * Yes No

Customer Email Address * karen.fitzgerald@corkcoco.ie

Do you wish to receive email updates, newsletters or further information in relation to services provided by Cork County Council in the future. * Yes No

Your name and contact number are not required, but would be very useful in case we need to contact you about the location of the issue or any other queries that would help to resolve it.

Customer First Name Karen

Customer Last Name Fitzgerald

Customer Contact Number

Please indicate that you have read our Privacy Statement and accepted our Terms of Service, otherwise select cancel. *

Yes

Previous Cancel

Submit



Cork County Council - Roads Directorate

Report Run on 09/10/2017



4,159
Number of Total Cases Logged

1,047
Number of Cases Open

3,112
Number of Cases Closed

25%
% of All Cases Status Open

49

Roads Enquiries on www.yourcouncil.ie

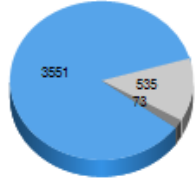
779

Logged by Customer on www.yourcouncil.ie

3,380

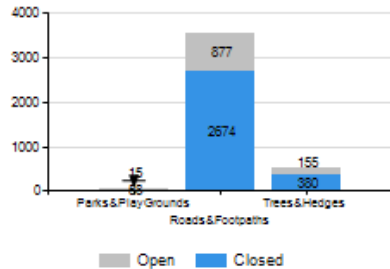
Logged by Staff through DASH

All Cases Logged

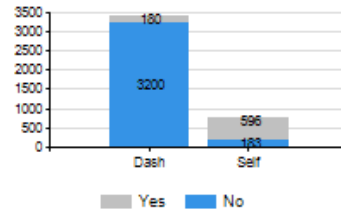


■ Parks & Playgrounds - 73
■ Roads & Footpaths - 3551
■ Trees & Hedges - 535

All Cases Logged

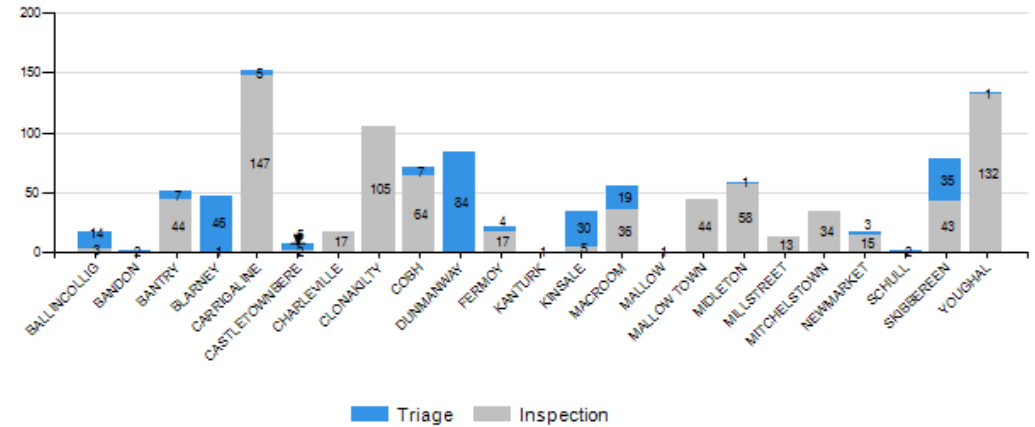


Option to update customer selected?

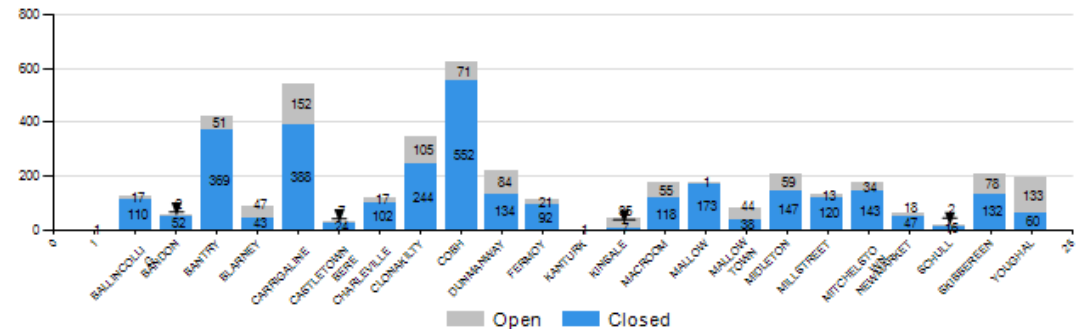


*Dash = Services logged by Staff on behalf of Customers
*Self = Services logged by customers on portal

Cases Open by Stage & Area



Case Status by Area





WHY SERVICE DESIGN?

