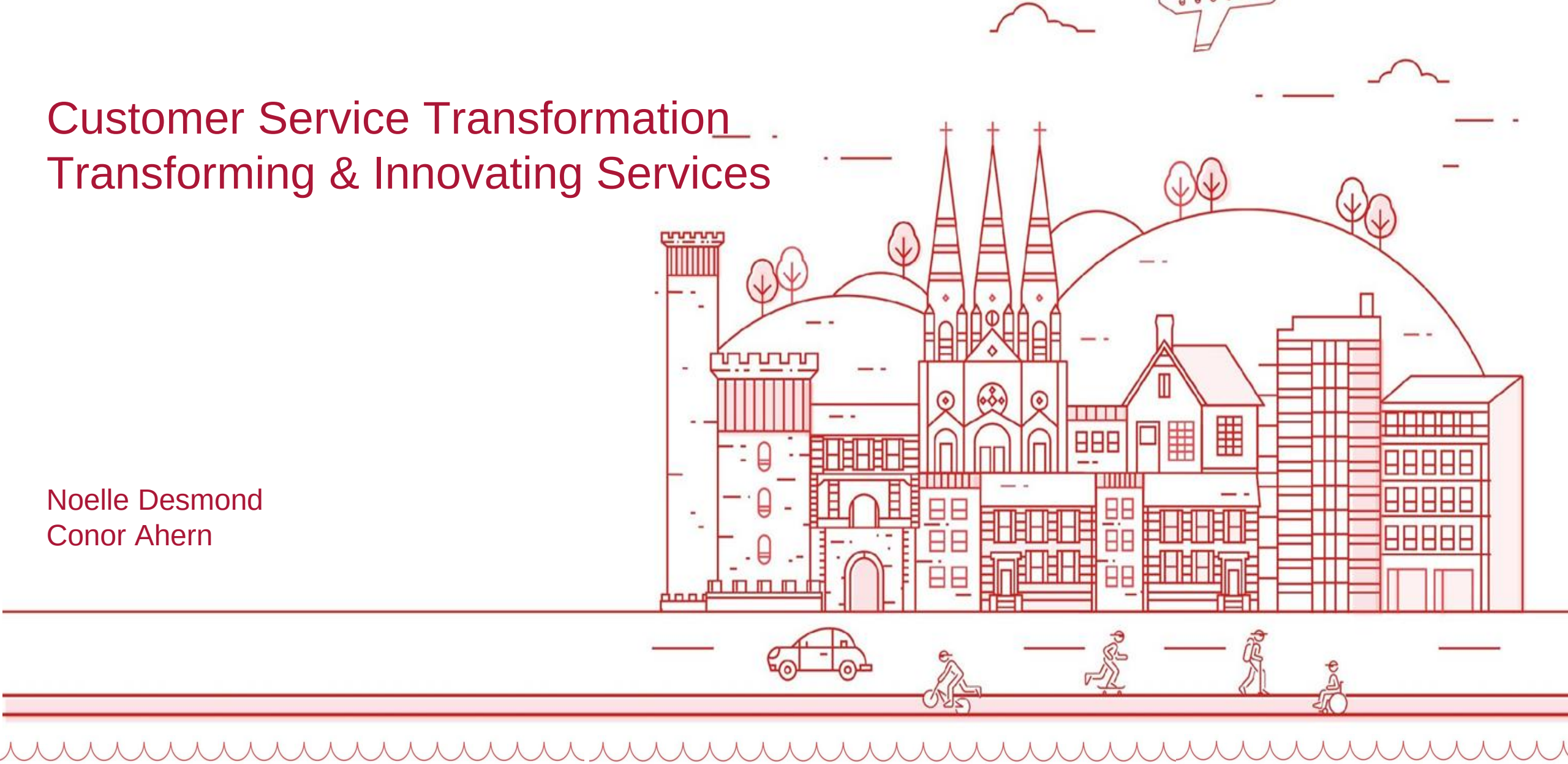
Customer Service Transformation
Transforming & Innovating Services



Noelle Desmond
Conor Ahern

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Comhairle Contae Chorcaí

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What is and who are Service rePublic?

CUSTOMER SERVICES TRANSFORMATION IN CORK COUNTY COUNCIL

DEC 2014 — Perceptions Survey commissioned by Cork County Council about how personal & business customers feel about the council services

JAN 2015 — Fieldwork carried out for the perceptions survey

MAR 2015 — Tender undertaken for the review of services at local offices around the county.

JUL 2015 — Tender is undertaken for the provision of a customer service portal

AUG 2015 — Customer Service Review project commences around the county

FEB 2016 — Customer Service Review final report and transformation roadmap produced

APR 2016 — Contract for provision of customer experience portal commences with Firmstep

NOV 2016 — www.yourcouncil.ie portal goes Live with 30 online services

JAN 2017 — Service rePublic Team formed in Cork County Council and service design live projects commence

MAY 2017 — Official Launch of Service rePublic Centre

AUG 2017 — Service rePublic Programme of service design projects ongoing

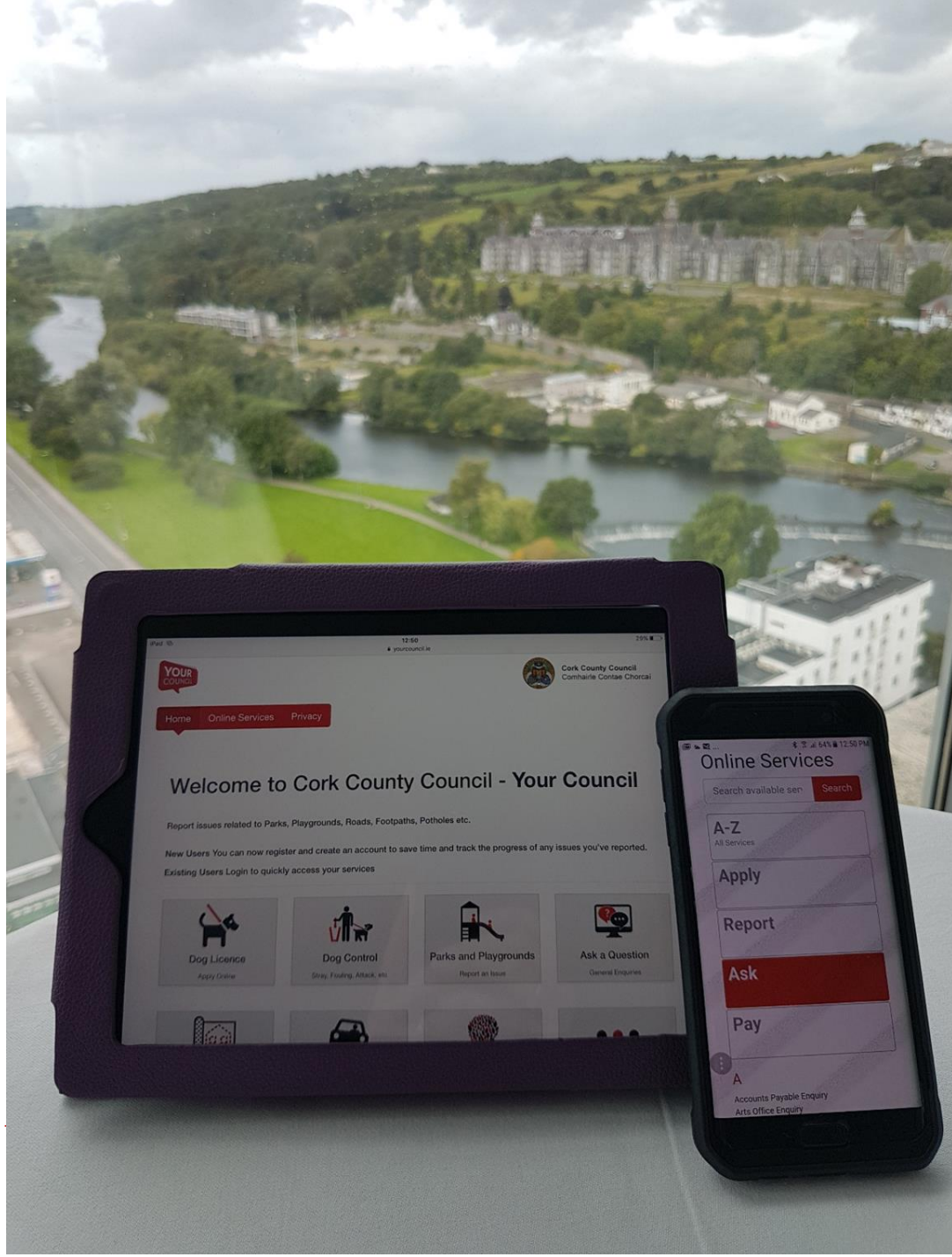
SEP 2017 — Service rePublic hosts the International Service Design Experience In Cork. www.servicedesignireland.com

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.



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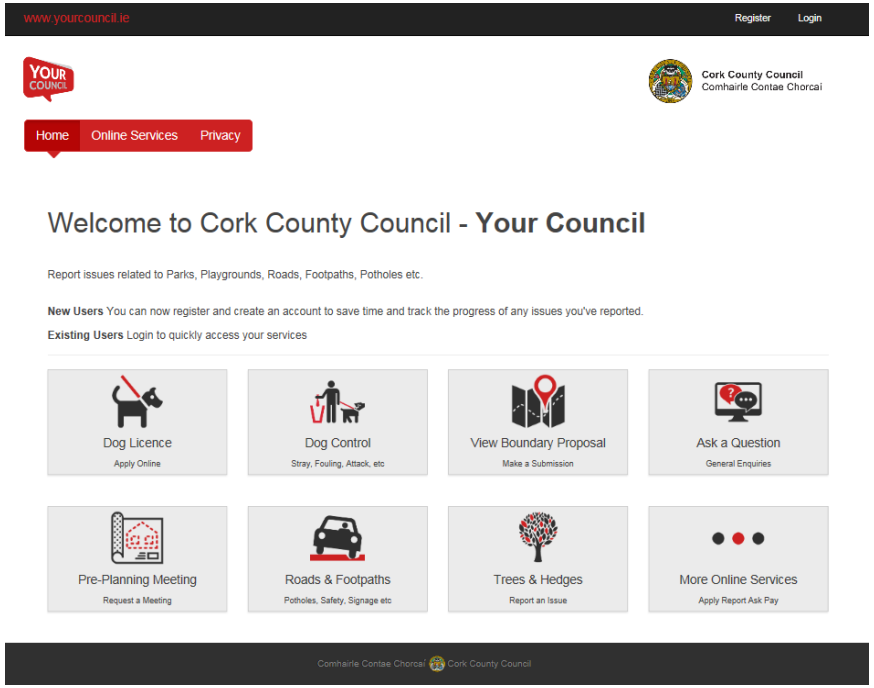

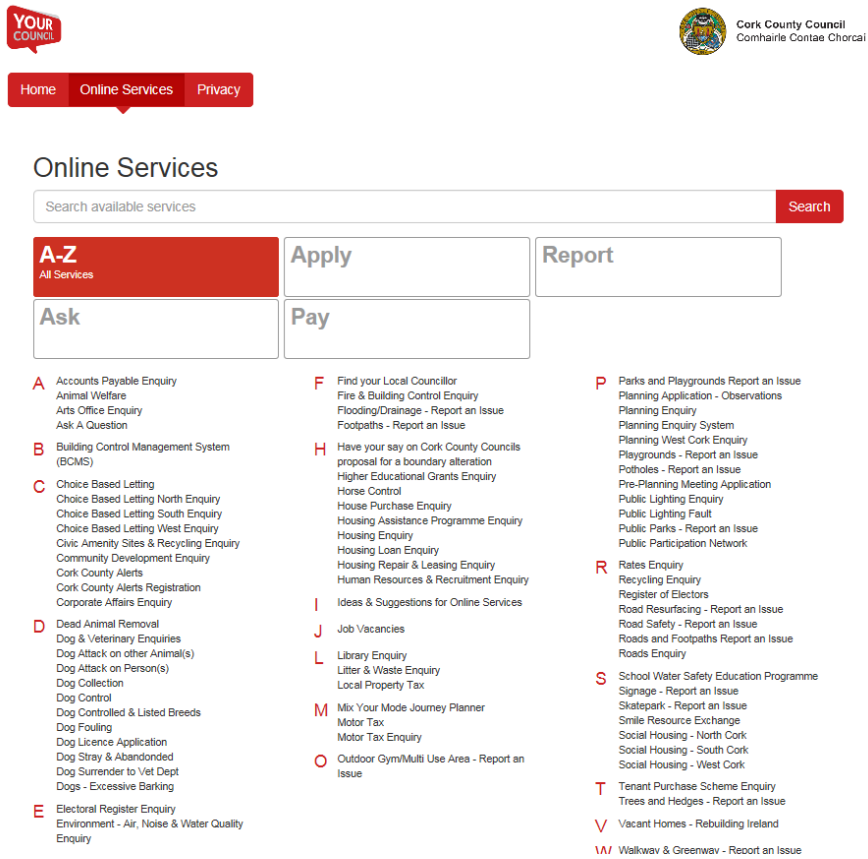

"Great. Fantastic means of contacting the council with a very easy to use format"
Dog Licence Application

"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

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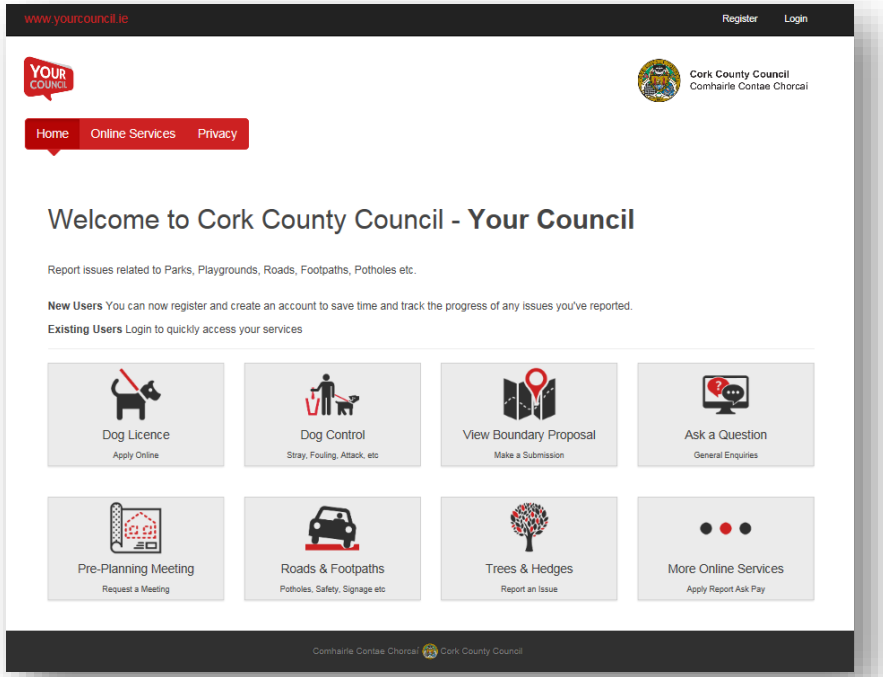
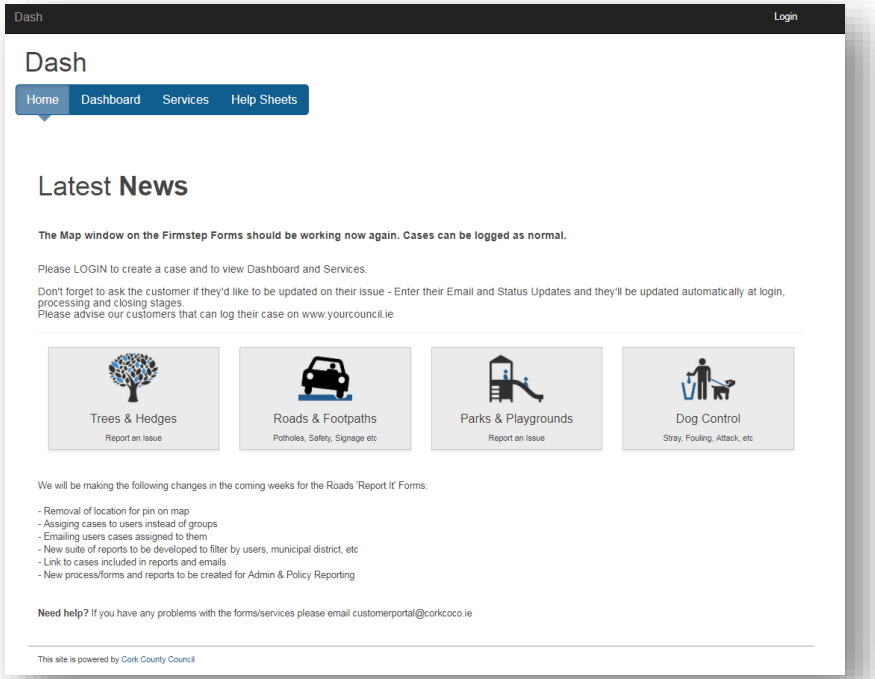
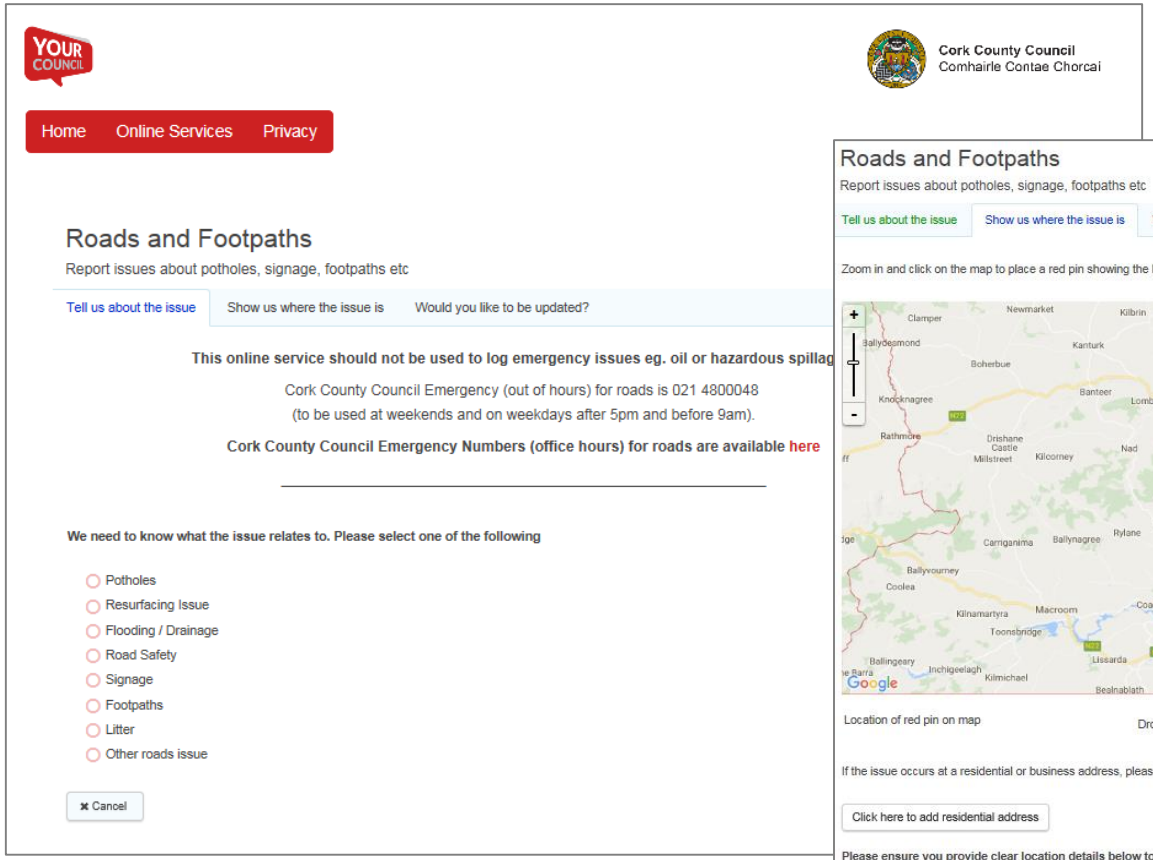
Online Services

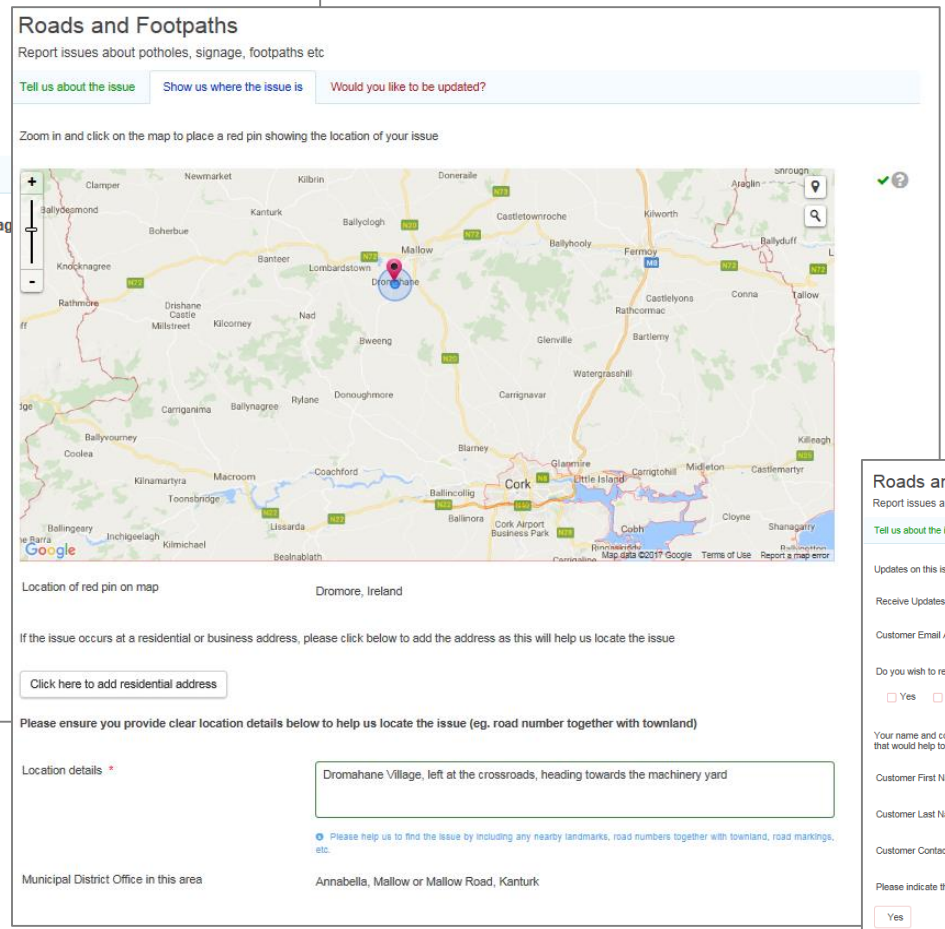
YourCouncil.ie is customer facing

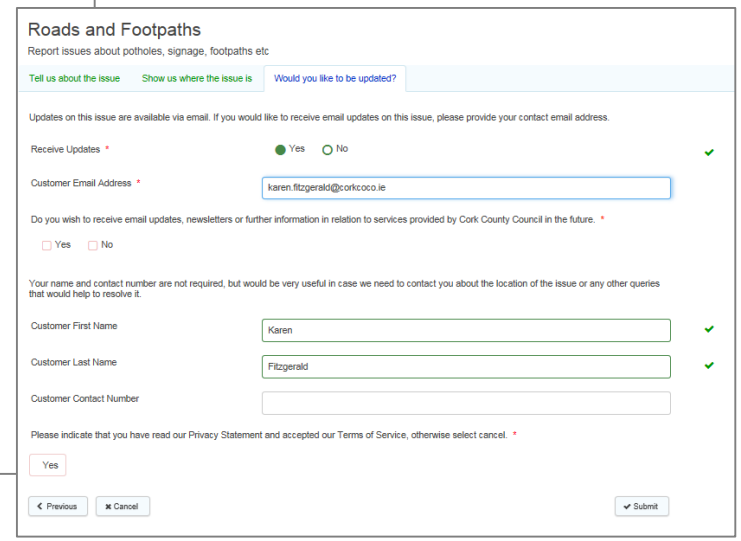


DASH is available to staff only




YOUR COUNCIL
Cork County Council
Comhairle Contae Chorcaí
Home
Online Services
Privacy
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 spillag
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

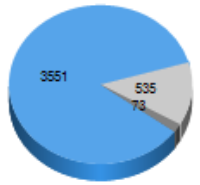
Cork County Council - Roads Directorate

Report Run on 09/10/2017

4,159	1,047	3,112	25%
Number of Total Cases Logged	Number of Cases Open	Number of Cases Closed	% of All Cases Status Open

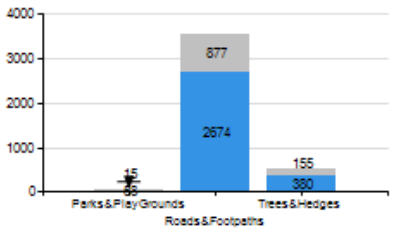
49	779	3,380
Roads Enquries on www.yourcouncil.ie	Logged by Customer on www.yourcouncil.ie	Logged by Staff through DASH

All Cases Logged

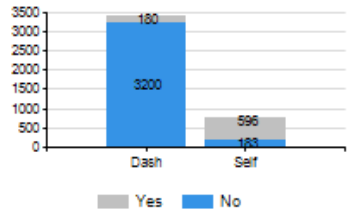


Parks&PlayGrounds - 73
Roads&Footpaths - 3551
Trees&Hedges - 535

All Cases Logged

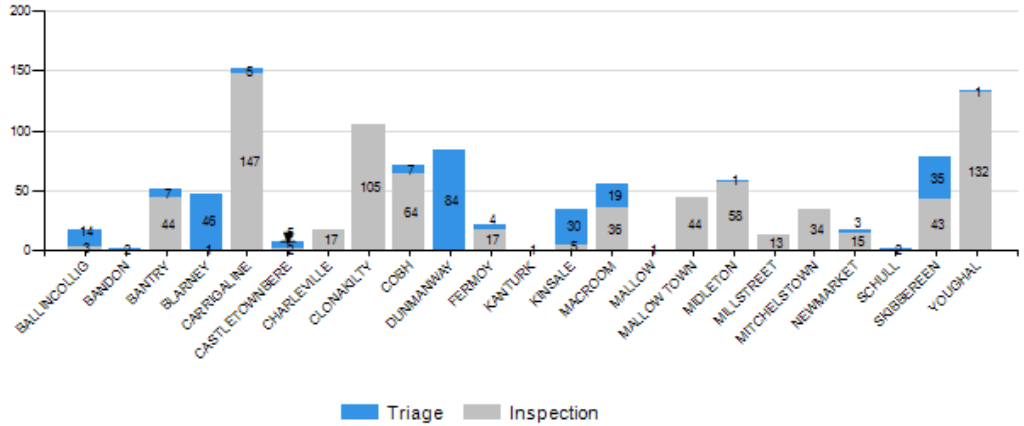


Option to update customer selected?

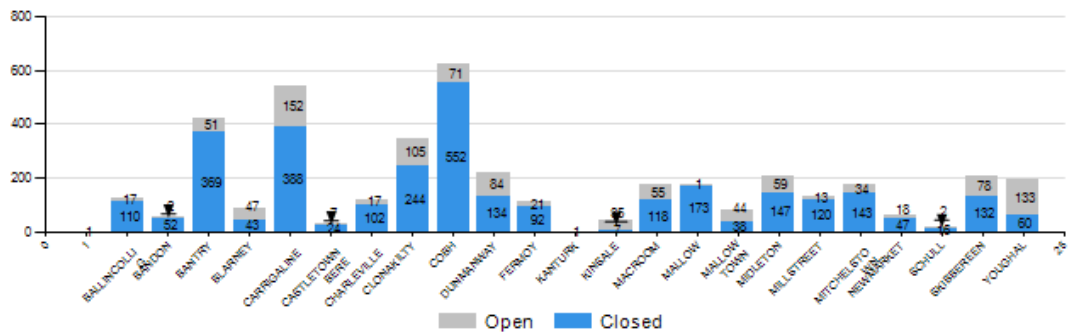


*Dash = Services logged by Staff on behalf of Customers
*Self = Services logged by customers on portal

Cases Open by Stage & Area



Case Status by Area



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76
Parks & Playgrounds

1,477
Ask A Question

16,505
Portal Interactions

4,258
Roads & Footpaths

853
Dog Control

7,381
Registered Users

779
Trees & Hedges

5,319
Dog Licences

6,122
Logged by CCC staff

946
Draft Local Area Plans

1,423
Housing Representations

10,383
Logged by Citizens

1,269
EOI - Clerical Officer

49
Boundary Submissions

WHY SERVICE DESIGN?