CASE STUDY

Transforming Service Delivery in Local Government

98% customer satisfaction rating

> 25 services delivered electronically

> 60 business processes reengineered

Service improvements by Swale Borough Council have raised customer satisfaction to 98 per cent, up from 78 per cent. Some 25 services are now delivered electronically and the council has received the prestigious Electronic Government Award.

Swale achieved this success by working with Singularity and Northgate to integrate its front and back office systems and re-engineer a range of business processes. The result is streamlined service delivery, with extensive automation, providing better service at lower cost. Information is no longer paper-based, and customer requests are processed across departments and locations without loss of data integrity. People receive decisions more quickly, and the new processes are flexible to evolve easily with the council's future needs.

IMPROVING SERVICE VIA A SINGLE POINT OF CONTACT
The transformation began by addressing how services were presented to citizens. Swale, on the north Kent coast, was providing customer services through several channels. People had to call a variety of numbers to make enquiries and access services. This frustrated customers and staff. Just as damagingly, it was at odds with government performance initiatives such as Best Value, the ODPM Priority Service Outcomes and the Gershon Review. Change was essential and the first step was to simplify customer access by implementing new Customer Service Centre capabilities, based on Northgate's Customer Relationship Management (CRM) solution and including Singularity's workflow technology.

The CRM solution allows enquiries to be resolved more quickly because Swale staff now have a single view of the citizen and their issue, with all key information accessible via an easy to use interface. While the citizen can contact Swale via any convenient means - telephone, internet, email, fax, post or walk-in - the CRM in effect offers a single point of contact for the Council, equipping staff to offer better citizen service.

Singularity

SEAMLESS SERVICE FOR 126,000 CITIZENS

With a single point of contact in place, the next step was to integrate this front office activity with back office delivery. Using Singularity's workflow and business process management (BPM) product, the Singularity Process Platform, Swale could upgrade internal Services by effectively integrating a number of existing Swale systems such as recruitment, expense administration, invoicing and corporate complaints. Everywhere, the key to efficiency was to replace disjointed, manual and paper-driven processes that required several hand-offs between departments. Singularity's technology, integrated with Northgate's CRM, accelerates processes, increases automation and accountability, and reveals process performance more clearly and quickly.

By modernizing service delivery, Swale has streamlined more than 60 business processes. Its 126,000 citizens can now access twenty-five services seamlessly through the Customer Services Centre, with more coming online monthly. The change has also transformed how the back-office functions co-operate to achieve their service targets. Just as significantly, this technological revolution has been accompanied by a shift in Swale's organizational culture to ensure that the customer experience is a pleasurable one. Swale wants to see its service quality recognized nationally, and development is continuing with Northgate and Singularity. According to Swale Council said: "The joint Singularity/Northgate solution has been a significant factor in the success of our service transformation".

Swale Borough Council serves over 126,000 citizens in North Kent, England. It provides local government services such as public housing, planning, parks maintenance, waste disposal, building regulation enforcement and maintenance of the electoral register.

Northgate Information Solutions plc, a Singularity partner, is the UK's leading provider of specialist software and IT services for the human resources and public services markets. The Group has three major divisions – Northgate HR, Northgate Public Services and Northgate Managed Services. Northgate works with 80% of UK local authorities and all UK police forces.

"The service integration capability of Singularity's BPM platform is a powerful mechanism for managing workflow and linking our front and back-end systems. Together with Northgate's front office CRM, the solution has been a key enabler in transforming our customer service capabilities."

Singularity

Founded in 1994, Singularity is a leading global provider of Business Process Management (BPM) solutions to customers in Government. Contact us to discuss how we can help you exploit BPM:

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