



asidua business services

case study

Delivering Citizen Care

- Integrating the Contact Centre

background

Local authorities are striving to broaden citizen access to council services & yet also deliver significant efficiency gains in the way they provide these services. Improvements are being driven by key council process transformation goals & also in support of central government initiatives such as NI14 & Tell Us Once. The London Borough of Harrow has been working in close partnership with Capita since 2005 to deliver Business Transformation. A key aspect of this partnership is being delivered through a programme entitled 'Access Harrow'; focussed on transforming citizen contact by improving access to council services and adding greater levels of process automation across all channels including telephony, walk-in, paper & web.

As experts in process automation & service oriented architectures Asidua were invited by Capita to identify & build a solution for Access Harrow.

client requirements

The client had a range of business requirements including:

- Reduce citizen service request handling time and increase accuracy of information by eliminating re-keying and repeated agent actions when handling citizen contact through the telephony and walk-in channels.
- Introduce process guidance & enforcement into contact centre processes, promoting a right first time approach.
- Enable the efficient delivery of citizen services through the council web portal and migrate customers to self service where appropriate.
- Drive consistency of citizen contact information between the line of business applications such as the revenues and benefits system and the CRM system.
- Link front office service tickets with back office workflows to ensure service requests are reliably initiated and completed between the teams and that managers have end to end visibility of the ticket until the enquiry is closed.

solution

Asidua designed and developed a Citizen Care Platform solution which provided:

- A unified Agent Desktop that hosts the user interfaces of the key line of business applications, delivering:
 - Single sign on to multiple web & windows applications
 - User interface integration to automatically take data between applications
 - Guided processes driven by the type of citizen contact
- Enterprise information integration, delivering:
 - Connectivity between the web portal & key council systems
 - Citizen data integration across multiple line of business applications and multiple channels
 - Service requests linked between CRM & back office workflows
 - End to end visibility & reporting on service requests

benefits

- **Efficiency** - Reduced citizen service request handling time by eliminating redundant manual tasks e.g. rekeying, multiple searches etc.
- **Improved Citizen Access** - Support the integrated delivery of key council services via multiple channels.
- **Quality** - Citizen records consistent across applications. Front office & back office systems and processes linked.
- **Guided Processes** - Contact centre processes guided and enforced delivering improved consistency of citizen service.
- **Management Information** - Now available across full service request lifecycle.

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customer feedback

"Asidua were able to propose a solution based on Microsoft technology that will greatly improve the quality and efficiency of our citizen contact"

Carol Cutler, Director of Business Transformation, Harrow Council



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the extra dimension

The extra dimension we provide lies in our bespoke methodologies which combine industry and home-grown standards, tools and techniques to guide our engineers via a few well-defined phases where we:

1. assist with identifying a need through **diagnosis**
2. ensure a proposed solution is *fit-for-purpose* through **modelling**
3. rapidly **realise** a solution using *best-of-breed* platforms and methods.

These unique tools are the product of the experience and know-how of our top architects blended with the latest integration technology and industry standard tools. By adding this extra dimension to any solution we can bypass typical pitfalls and ensure the most efficient and effective outcome.

adding the extra dimension

For the citizen care platform, the extra dimension was added as follows:

- **Diagnosis** (BPM Analysis)
Analysis of business processes allowed us to quickly understand the key requirements which then enabled us to identify the most appropriate technologies that could be used to deliver the greatest benefit.
- **Modelling** (Use Case Analysis, Component Design)
By combining workflow and use case analysis enabled a clear understanding of solution functionality to be agreed between Asidua and the client.
- **Realisation** (WEST – Project Management)
Asidua utilised their Application and Data Integration framework to deliver a key layer of reusable components and core solution functionality. This framework built from many years of real world experience enabled Asidua to shorten delivery times and reduce development costs. Asidua used Microsoft Office SharePoint Server (MOSS) internally for team collaboration and project management. MOSS was also used as the communication portal between Asidua and the client.



technology

Platforms employed:

- Microsoft Customer Care Framework
- Microsoft SQL Server

Methods of customisation:

- Microsoft .NET framework
- SQL Server Integration Services
- Web Services

Systems integrated:

- SAP CRM
- Northgate IWorld
- Civica EDRMS/W2 & Civica CE
- Anite OHMS

tools

Used for **Diagnosis**:

- Visio workflows
- BPM analysis techniques

Used for **Modelling**:

- Use Case analysis
- BPM modelling
- Component design

Used for **Realisation**:

- Asidua Quality Management System
- Asidua ADI Framework
- Scrum
- Continuous Integration
- Test Driven Development
- Life cycle management using SVN
- SharePoint for Project Management
- SharePoint for Client Communication

asidua

Asidua delivers world-class software consultancy and services to clients across a broad spectrum of business sectors. Established in 2002, the company has offices in Belfast, Birmingham and Dublin, and has achieved recognition as a Deloitte Technology Fast 50 company.



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