



Macfarlane technology helps Richmond Council deliver service excellence

London, UK, 31st August 2010. The London Borough of Richmond-upon-Thames has scooped the top prize of 'Contact Centre of the Year' at the 2010 Good Communication Awards.

Richmond won the award for its Customer Excellence programme focused on centralised service operations, proactive customer engagement, Advisor empowerment, performance management, reducing avoidable contact, and various self-service and web initiatives. The programme has delivered huge service improvements with a March 2010 Mystery shopping exercise indicating a 96% satisfaction rating for service quality and Advisors receiving a 100% rating for professionalism and treating customers as individuals.

As part of Richmond's Customer Excellence initiative, specialist technology was purchased by Richmond Council including Macfarlane CallPlus contact centre software to deliver intelligent call handling with skills-based routing and a full suite of advanced services (including call recording and quality monitoring, an automated Customer Satisfaction survey module, embedded softphone capabilities and customisable management reporting).

The 2010 Good Communication Awards, sponsored by Polycom, were held at the Emirates Stadium in July. The event, which recognises achievements in four areas of council communication – Public Relations, Print, IT and Telecoms - was hosted by BBC newscaster Nicholas Owen.

"We would like to congratulate the London Borough of Richmond Upon Thames for its fantastic achievement" said Paul Skinner, Sales and Marketing Director, Macfarlane.

About Macfarlane

For the past decade Macfarlane has been helping local authorities to put in place effective communication strategies and technology to transform the way they engage with citizens.

More local authorities have deployed Macfarlane applications than any other solution to enable them to establish centralised citizen-focused contact centres, connecting each and every citizen with the most effective resource to deal with their enquiry.

Macfarlane is now enabling local authorities to evolve to the next generation of citizen interaction embracing multiple media and self-service applications to better serve the Now Generation Citizen. <http://www.macfar.co.uk/>

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