



Case Study London Borough of Richmond Upon Thames



The Client

The London Borough of Richmond upon Thames is situated in South West London, England, Its vision is for Richmond to be the best and one of the safest boroughs in London, one identified by its green character, historic buildings, high quality appearance, vibrant high streets and outstanding schools and services. A place where businesses can thrive and citizens can help change neighbourhoods for the better, including supporting the most vulnerable of residents.

“Our success is due to always keeping two things in mind: operational efficiency and a continued focus on customers. These needn’t be in conflict if full use is made of modern contact centre technology and if each element is deployed only where appropriate. Macfarlane continue to enable this through high levels of expertise and service”

Dawn Cooper - Head of Customer Service, London Borough of Richmond Upon Thames



Macfarlane and Richmond

Since the opening of the Richmond Council customer service centre, the Council has focused heavily on service quality improvement. It introduced a number of new customer ‘touch points’ (including a telephone contact centre and self-serve transactions on the website), invested in new Macfarlane customer contact technology (as detailed below), intensively trained its customer service personnel across all service areas, and instigated a customer service plan, ‘Putting Our Customers First’. Macfarlane, involved from the outset, have continued to work closely with the Council to ensure that this far-reaching plan is delivered.

“Macfarlane have helped us to incorporate the latest methods of customer contact methodology and technology into our business processes to ensure that we are able to meet the needs of our customers now and in the future.”



The Journey

The CallPlus platform delivers an extensive and robust set of services including intelligent call handling with skills-based routing, management information, interactive voice response, computer telephony integration (CTI), call recording, quality monitoring, customer satisfaction survey, and support for home working.

The Macfarlane solution integrates closely with Richmond’s front line applications such as work-force management and the Council’s existing Lagan Enterprise Case Management software to ensure that all contact centre functions work together seamlessly.

“The Macfarlane CallPlus system is both current and cost-effective. It enables us to route calls to advisors with the right skill sets (rather than just to the next available advisor), play queue messages to callers to keep them better informed, view real-time statistics on how many people are calling, (and why they are calling), and access detailed call and workforce management information every fifteen minutes. Armed with this detailed information, we can react quicker to what people are saying – noting which calls are avoidable calls, whether additional advisor training is required, and whether contact handling processes can be improved..”

Dawn Cooper - Head of Customer Service, London Borough of Richmond Upon Thames



The Benefits

The use of advanced contact centre technology has made a huge difference to improving customer satisfaction, advisor performance, call quality and first call resolution according to Dawn Cooper.

“It also gives us a lot more flexibility in the way we handle calls. It’s easy and fast to add new services to the CallPlus system (such as Highway Changes, and Integrated Switchboard,– while the automated Customer Satisfaction survey module enables us to measure improvements and gain valuable feedback from customers on an on-going basis. Overall, it means we can be a lot more responsive to customers.”