

Case Study

Northampton Borough Council



The Client

Northampton is world famous for the natural beauty of its landscape, and its strong and historic tradition of arts and crafts. Northampton Borough Council is the largest district council in England. It has won Customer Service Excellence awards as a result of improving customer choice, enhancing service levels and cut wastage.

The Council has:

- ❖ Increased the strategic scope of its customer contact strategy to incorporate additional methods of contact
- ❖ Extended the number of services delivered through its Customer Contact Centre
- ❖ Engaged with Macfarlane to assist with the implementation of its Customer Contact strategy with the CallPlus system at its heart

An extensive range of over 50 Council services are now provided through the Contact Centre including: Housing Repairs, Housing Customer Services, Cleansing (waste, graffiti etc.), Complaints, 'Councillor Contact Centre', Environmental Health, Housing Needs, Tenancy Support, Council Tax, Benefits, Rent Income and switchboard answering for general enquires. These calls are serviced by 50 agents, handling around 6250 customer calls per week.

"Our continued investment in Macfarlane is based on the knowledge that we have found a company that shares our vision for high quality, value and service."

Marion Goodman, Head of Customer Services and ICT



Macfarlane and Northampton Borough Council

Since 2006 when Macfarlane supplied the contact centre system to Northampton BC, they have worked together in partnership with the Council to provide a number of other services and systems.

These include a choice-based lettings (CBL) system for housing, Disaster Recovery (DR) consulting, integration to the Customer Relationship Management (CRM) system, increased number of agents and further council services.

Most recently Macfarlane has been engaged in a project to upgrade Northampton BC to Contact+, Macfarlane's next-generation multi-channel contact centre system. This will provide Northampton with the capability to handle multimedia conversations via web-forms and instant messaging as well as voice.

"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."

Alan Kench, Telecom Officer



The Journey

Throughout the relationship, Macfarlane have worked with the Council to understand their needs and translate these into solutions that add measurable value and efficiency.

In discussions on the future of the Council's customer contact strategy, Macfarlane articulated the benefits of increased channels of contact which would enable the broadening of access to the council's services and staff.

The Council saw the value of the proposition and based on Macfarlane's strong partnership approach and excellent working relationship, entrusted them to translate the requirements into deliverables and outcomes.

"On a day-to-day basis, working with Macfarlane feels like a true partnership. We can pick up the phone and gain access to a team of experts that help us to not only achieve our service objectives, but also help us with wider questions related to customer contact technology."

Justin Bonnie, Contact Centre Team Leader - Customer Services & ICT Operations



The Benefits

Northampton Borough Council are able to provide its customers with multiple methods of contact based on their location, time of day and preferred device (phone, mobile, PC, tablet, laptop).

This broadens the scope and reach of the council, ensuring that accessibility to its services is widened and that contact with the organisation is focused, efficient, and of high quality.

Macfarlane looks forward to continuing to work with the council on further phases of its Customer Contact Strategy with the introduction of its multi-channel Contact+ system.