

Transforming Efficiency and Engagement 2009-19

Some highlights of our digital transformation journey and its impact on effective, efficient customer service and engagement.

All councils have had spiralling customer demand... we use technology to deliver convenient, efficient services

- SOCITM Award Winning Website
- Multichannel Contact Centre
- Agile Workforce Deployment
- Voice Automated Services
- Lync unified Communication
- Intranet for staff
- Disruption notification service
- Digital Corporate complaints service.
- Omnichannel Customer Engagement Centre
- Councillor Digital Casebook
- Mobile Adaptive transactional Website
- MyAccount personalised digital services
- Customer Service Excellence Standard
- Voiceforms
- Keep in the Loop proactive Communication
- Smart Assistant infobot
- Oracle Smart Webforms
- Smart call routing & whisper announcement
- Automated satisfaction surveys
- Web & CRM integrations
- Get involved consultation portal
- AI "Abby" Virtual Web Assistant
- Internet of Things Wireless Network
- Digital Skills Programme
- MyAccount integration to online Council Tax & Benefits service.
- Paperless Bin Calendars

2009-13
Process For Change

2014-17 Digital First

2017-19 Transformation 1.0

2019- Transformation 2.0

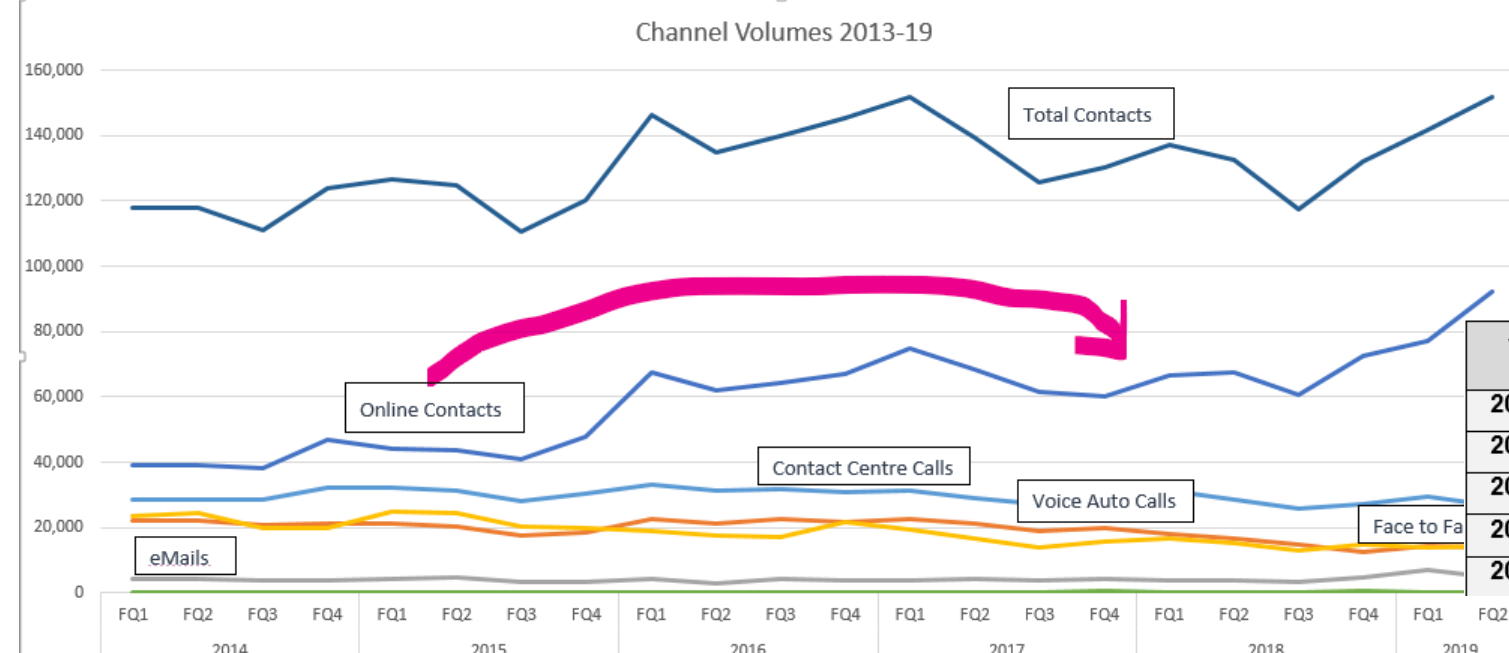


Digital...the 24/7 pipeline to Argyll and Bute Council Services

4 Successive Transformation Programmes

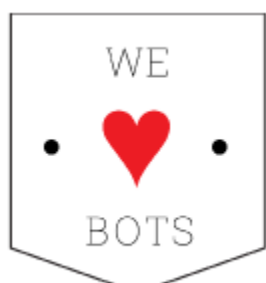
Transformational shift from high to low cost channels and to joined up customer engagement = Efficiency & Personalisation

Channel Volumes 2013-19



Over £2m in Channel Shift Savings since 2014/15

Year	Channel Shift Transactions	Savings
2014/15	229,166	£244,684
2015/16	238,534	£313,654
2016/17	336,203	£541,258
2017/18	261,399	£460,878
2018/19	267,018	£464,865



The council uses cutting edge voice automation and web bot technology to provide 24/7 Assistive Services to customers

Voice Automation 2019	Total	%
Switchboard	49635	78.8
Payments	12375	19.6
Disruptions	420	0.7
Voice Forms	557	0.9
Total	62987	

DID YOU KNOW

In 2018/19 the 12,375 voice automated payments made by customers were worth **£1,258,518 !!** Also that our voice switchboard is so well tuned it successfully directs 79% of all calls made to it.



Abby New 24/7 Web Virtual Assistant Employee

Abby has answered 94 questions in FQ2 2019/20 and Smart Assistant 359, so together that is 454 questions answered by our "knowbots" that would otherwise have taken up valuable CSC agent time.....Also Knowbots are available 24/7 for the convenience of customers.

SOME INTERESTING WEBSITE FACTS.....

There are only three people in our Web Team, but www.argyll-bute.gov.uk achieved the highest SOCITM 4 Star Ranking in four out of six years from 2013-2019, was the second mobile adaptive council website in Scotland and supports a number of other specialist sites promoting our area, like www.argyll-bute.gov.uk/marriage/

4+ Million

Unique Web Page Views

800,000+

Individual web user visits P/A

£3.3m

Made in annual web payments

41 2018-21 Web Strategy Developments; 34 Delivered so far.

24,597 online eforms submitted in 2018/19

Our **AVOIDABLE CONTACT RATE** dropped from 6.6% in 2015/16 to 3.2% in 2018/19



7120 Keep in the Loop subscribers

Being proactively and regularly informed of issues, events, opportunities and news.

Corporate Site has 6018 Followers

4,749 Followers

12,817 Followers

DID YOU KNOW

The council adopted the national MyAccount Service as its secure identity authentication gateway in 2012 and now has 6540 users who access a range of personalised services, from tracking enquiries to single sign on to the council tax and benefits portal.

Effective engagement supports two Corporate Business Objectives

We Ensure Information And Support Is Available For Everyone

We Engage And Work With Our Customers, Staff And Partners

The Independent Customer Service Excellence Assessor said: "staff are supported, encouraged and rewarded for first class service delivery, they display a remarkable desire to support customer journeys and exceed all expectations. Staff insight is clearly used effectively to identify areas for improvement" William Wilson - November 2018

