

North Lanarkshire Council Transforms Digital Service Delivery and Outcomes with Verint

Opportunity

North Lanarkshire Council is the fourth largest Scottish local authority, located between Edinburgh and Glasgow. It provides a wide range of public services on behalf of 338,000 Lanarkshire residents, as well as businesses and visitors.

Many local authorities have traditionally approached digital service delivery from a departmental or service perspective, simply shifting popular services, such as reporting graffiti or missed bin collections, to the Internet. North Lanarkshire's digital strategy is far more visionary. The Council is implementing digital customer service from a customer perspective, putting the customer at the centre of the Council's operations to deliver joined-up digital services through whichever channel the customer chooses.

"We think of it as a digital-first customer access strategy," explains Peter Tolland, customer and information governance manager at North Lanarkshire Council. "A single, golden record of every citizen becomes the vital foundation for digital service delivery. In practice, this enables customers to be presented with a single website rather than multiple websites specific to each department. They have one, secure user account to access all government services, not different ones for each service. And their journey through the North Lanarkshire portal is personalised to them, with services highlighted that are specific to them."

Solution

North Lanarkshire was already using Verint® Government Engagement Management™ to support the successful delivery of its customer services through traditional mediated channels. The success of this programme inspired the Council to use Verint again as part of its journey to becoming a truly digital organisation.

"We looked at other vendors, but Verint was much further ahead of those solutions," says Peter. "Their technology offers rich, integrated functionality. Verint® Digital First Engagement Management™ is built from the ground up with local government authorities in mind, and the experience and professionalism of the Verint sales and services team helps ensure a fast, expert deployment."

The Verint solution is a cornerstone of North Lanarkshire Council's digital first initiatives. The architecture combines Verint Government Engagement Management with a Web Content Management System (Web CMS) and Enterprise Search. There are integrations to the Scottish Improvement Service's MyAccount Identity Provider (a simple, secure sign-in service for online public services in Scotland), the Council's VisionWare MultiVue master data management system, and its Civica Council Tax system. All of this is delivered through a hybrid on premises and cloud model.

VERINT

Customer Success Story



Solutions

Verint® Digital First
Engagement Management™



Industry

Local Government



Region

United Kingdom

Results

- Ensures customers receive prompt and efficient multichannel local government services.
- Forecasted to deliver cost savings of £785,000 annually, with potential upside.
- Expected to significantly reduce contact centre call volume.

“ We want the portal to give customers the same experience they get from their favourite consumer portal. That means providing secure, flexible, personalised, and branded online access to public services. Verint Digital First Engagement Management gives us this.”

– Peter Tolland, Customer and Information Governance Manager, North Lanarkshire Council

Digital transformation is being implemented in phases, enabling the delivery of quick wins, minimising risks, and garnering support across the Council and other stakeholders for future phases. In the first phase, Verint worked with the Council to develop and soft-launch a portal that provides customers with access to their council tax information through secure integration with the Council's Civica Council Tax system.

In the second phase, the Council has migrated existing online services built using third-party forms relating to pest control, graffiti, street lighting, and many other services to Verint's online forms capability, which will be available to users within the same customer portal.

“We want the portal to give customers the same experience they get from their favourite consumer portal,” notes Peter. “That means providing secure, flexible, personalised, and branded online access to public services.”

The addition of integrated digital capabilities means that the council can now provide comprehensive and consistent service across all channels, bringing choice to the user and cost savings to the authority.

Benefits

Peter cites the example of missed bin collection to demonstrate how services will change. “In the past, our customer would have called or emailed us. If they didn't receive a response, or felt we didn't respond quickly enough, they contacted us again – creating another service ticket. In some cases this could be multiplied over and over again until the missed bin was resolved. Now, our customers can log in and report the missed bin through their personalised portal.

Both the customer and the Council will be able to track the progress of the enquiry through to completion, as well as view all historical customer activity in other areas. All of this maximises first-time resolution, improves the use of scarce resources, and reduces costs.”

While the number one goal is end-to-end digital transformation, Peter is confident that efficiencies will be delivered. “We believe that this customer focussed digital first approach, with the Verint solution and know-how at its core, will deliver targeted savings of £785,000 annually across all services. The Council currently manages more than 700,000 calls every year in the contact centre, and 16.5 million calls per annum in the back office. We expect much of this contact to move online over time as our customers begin to experience the benefits of end-to-end digital services.”

The success of North Lanarkshire Council's programme can be attributed to the partnership with Verint who continues to work closely with the authority and the other partners as the digital transformation progresses. “The Verint team has been superb,” says Peter. “They are highly professional, understand local government, and are totally committed to our success. They also work seamlessly with the other vendors on the programme. It's a very open, trust based relationship. There is no finger pointing.”

Peter concludes that our customers have changed how they engage with private sector organisations like retailers and banks. “Customers expect fast, responsive multichannel service and that's exactly what we need to achieve with the Council's services. Customers will simply log into any one of our services and receive an efficient and complete experience. For any local authority, that's a transformative way of working, but one we are already delivering here in North Lanarkshire.”

The Customer Engagement Company™

Americas

info@verint.com

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+(852) 2797 5678



verint.com



twitter.com/verint



facebook.com/verint



blog.verint.com

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