



Bolton Metropolitan Borough
Council
Bolton, United Kingdom
www.bolton.gov.uk

Industry:

Public Sector

Employees:

10,000 to 15,000

Oracle Products & Services:

Oracle E-Business Suite
Oracle TeleService
Oracle Field Service
Oracle Content Management
Oracle Procurement
Oracle Human Resources
Oracle Payroll
Oracle Financials
Oracle Projects
Oracle Portal
Oracle E-Mail Centre

Oracle Partner:

Fujitsu
www.fujitsu.com

Bolton Council Dramatically Improves Management of Customer Enquiries

Bolton is a distinctive and diverse town, just 20 minutes north of Manchester, and is home to over 260,000 people. Bolton Council is one of the best performing local authorities in the country gaining a top rating of four stars under the new Comprehensive Performance Assessment. Its key aims include regeneration of communities, improving health, care and support for all, improving homes and local environment, strengthening the economy, improving skills, culture and image and improving achievement opportunities for children and young people. Every year the authority receives up to one million phone enquiries and 250,000 visitors through its 12 reception points and operational centres.

Challenges

- Implement a contact-handling center to serve as a “one stop shop” for the public by managing all e-mail and phone enquiries
- Create an ‘Access Bolton’ website to allow customers to access services directly from their own homes, community facilities, or public kiosks
- Integrate legacy systems into the new solution

Solution

- Developed a completely integrated ERP and CRM system, based on Oracle E-Business Suite that interfaced with various legacy systems to provide a single, central resource for handling enquiries
- Leveraged user-friendly design to reduce staff training time to eight weeks to support the One Stop Shop and Contact Centre
- Increased service accessibility, resulting in 80% of calls being resolved at first point of contact
- Improved call management, as the internet portal now equips staff with all the information needed to deal with enquiries.
- Reduced typical call waiting time from eight minutes to less than three minutes
- Implemented the system in a phased approach, with Oracle and Fujitsu working together to configure CRM LG45, and then Fujitsu implementing the remainder of the Oracle ERP and CRM modules as required