



Braintree District Council  
Braintree, England  
www.braintree.gov.uk

#### Industry:

Public Sector

#### Annual Budget:

US\$189 million

#### Employees:

720

#### Oracle Products & Services:

Siebel Public Sector

**“Oracle’s Siebel Public Sector applications have powered Braintree’s transformation into an agile local authority that meets citizens’ needs accurately and cost-effectively. Our aim now is to become one of the most efficient councils in England.”** – Allan Reid, Chief Executive, Braintree District Council

## Braintree District Council Reduces Operating Costs by More Than \$1 Million While Improving Service

Braintree District Council provides local government services—including housing, licensing, community development, planning, recreation, and environmental and waste management to 137,800 constituents in and around Braintree and nearby towns Witham and Halstead in Southeast England.

### Challenges

- Re-engineer customer-facing processes to meet the needs of local citizens and businesses effectively and efficiently
- Use technology to transform service delivery and cut operating costs in line with the government’s modernizing agenda

### Solution

- Implemented an integrated infrastructure based on Oracle’s Siebel Public Sector applications to replace disconnected legacy systems and paper-based processes, and support the council’s Customer First Program
- Standardized processes for handling customer inquiries received via the council’s contact center
- Able to resolve 65% of citizen inquiries in a single call
- Deployed self-service capabilities to migrate inquiries to email and the council’s Web site, meeting the target for online transactions one year ahead of schedule
- Reduced the number of face-to-face constituent visits by 55% and cut telephone calls to the help desk by 4% in a single year
- Leveraged Siebel’s online services and automated, work flow-driven processes to manage a 40% increase in customer contacts without the need for additional resources
- Maximized uptake of council-run activities, such as children’s sporting events, by enabling online bookings
- Optimized use of council public facilities by using Siebel applications to automate the booking and payment processes
- Gained the ability to use batch texting to update community groups on events relevant to them
- Improved inter-agency information sharing with Oracle’s Siebel case management functionality
- Exceeded government targets by cutting annual operating overhead by £539,000 (US\$1.04 million) in fourth year