



Epsom and Ewell Borough Council
Epsom, England
www.epsom-ewell.gov.uk

Industry:

Public Sector

Employees:

320

Oracle Products & Services:

Siebel Contact Center
Siebel eMail Response
Siebel Reports

Oracle Partner:



Mphasis
www.mphasis.com

“Oracle’s Siebel applications enable us to engage more effectively with the people we serve by offering a wider range of services, faster response times, and a greater choice of ways in which they can interact with us, while operating within tighter budgets.” – Joy Stevens, Head of Customer Services, Epsom and Ewell Borough Council

Epsom and Ewell Boosts Call Center Efficiency by 20% and Cuts Costs with Citizen-centric Service Innovation

Located 15 miles from London, Epsom and Ewell Borough was voted the third best place to live in the United Kingdom by a 2007 Channel 4 Television survey. The borough council is committed to delivering best value services to its citizens and businesses by leveraging leading-edge technology

Challenges

- Modernize and improve service delivery and increase the range of services available to local residents and businesses
- Cut costs through automation and increased staff productivity
- Enable citizens, 80% of whom have internet service, to access information and council services around the clock
- Cut technology cost of ownership, reduce development times for new services, and gain rapid return on investment (ROI)

Solution

- Upgraded to a Web-based version of Oracle’s Siebel applications to provide customers with one-stop, multi-channel delivery for council services
- Used Siebel Contact Center to create an online repository for all customer history and interactions with the council
- Gained the ability to handle inquiries faster, improving agent productivity by 20%
- Cut lost calls from 20% to 4%
- Achieved first-call resolution for more than 80% of inquiries
- Achieved face-to-face visits of just 10% of customer contacts, reduced percentage of telephone inquiries, and increased percentage of e-mail and Web site inquiries to 10% of contacts
- Launched subscription-based services and online payments processing
- Used Siebel Reports to analyze performance of all services against the council’s key performance indicators (KPIs) to ensure continuous improvement
- Became a reference site for other local authorities looking to transform service delivery
- Leveraged expertise and “best-shoring” facilities of Oracle Partner Mphasis to speed delivery times for new services, cut development costs by 50%, and achieve ROI in 24 months