



London Borough of Haringey  
London, England  
www.haringey.gov.uk

**Industry:**

Public Sector

**Employees:**

8,000

**Oracle Products & Services:**

Siebel Public Sector

**“Eighty percent of customer-facing staff members believe that Oracle’s Siebel Public Sector applications deliver great value in helping the Haringey Council achieve its vision of putting people first.”** – Carla Segel, Service Development Manager Customer Services, London Borough of Haringey Council

**London Borough of Haringey Improves Service and Doubles Constituent Contacts while Maintaining Costs**

The London Borough of Haringey covers 11 square miles and ranks as one of city’s most ethnically and culturally diverse areas. The Haringey Borough Council provides local government services to the borough’s more than 224,000 residents.

**Challenges**

- Improve level of service delivered to constituents
- Meet government targets for online service delivery
- Optimize operating efficiencies

**Solution**

- Implemented Oracle’s Siebel Public Sector applications to create a single system for logging customer details and transactions and enforcing standardized processes for handling citizen inquiries
- Gained the ability to manage a 110% increase in resident contacts without adding staff
- Succeeded in routing 49% of inquiries through the borough service center, reducing costs and accelerating service
- Met all government targets for online service delivery and elevated the council’s Comprehensive Performance Assessment (CPA) rating from “poor” to “good” in two years
- Migrated more than 60% of customer contacts to the Web while reducing average call times by 14%
- Cut average length of visits to the customer service center by 3%
- Increased customers’ confidence in the council through more responsive, efficient service
- Reduced repeat calls for housing repairs from 30% to 20%
- Committed to reach goal of resolving 80% of inquiries on first contact
- Gained the ability to track and analyze key performance indicators (KPIs)
- Leveraged Siebel online analytical processing (OLAP) tools to interrogate statistics and conduct detailed performance analysis for continuous service improvements