



Newport City Council
Newport, South Wales
www.newport.gov.uk

Industry:

Public Sector

Annual Revenue:

US\$429 million

Employees:

7,500

Oracle Products & Services:

Oracle Universal Content Management

“The council offers hundreds of different services, so we required a searchable knowledge base that could store a vast array of information. The combination of Oracle Universal Content Management and Google Search has successfully enabled us to offer a level of customer service that we couldn’t deliver before.”

– Mark Bleazard, Information Systems Consultant, Newport City Council

Newport City Council Improves Customer Service with Streamlined Content Management

Newport City Council is the eighth largest unitary authority in Wales, responsible for the administration of all areas of local government. Serving a population of 137,000 residents, the council provides major services such as education, leisure, housing, social services, planning, and highways.

Challenges

- Provide fast and accurate information to citizens about a broad range of council services—from planning to housing
- Maximize and improve citizens access to a broad range of information online, as well as through channels such as telephone and face-to-face interactions
- Develop a comprehensive knowledge base to enable call center staff to quickly and effectively deal with customer inquiries covering hundreds of services, from pest control to pothole repair
- Devolve the creation and maintenance of content for the intranet and internet to individual council departments to eliminate bottlenecks in the Web publishing process
- Move away from a paper-based planning system to a fully electronic planning system

Solution

- Implemented Oracle Universal Content Management to enable council staff to contribute Web content quickly and easily
- Developed a searchable A-Z knowledge base that allows call center agents to easily search for information about all borough and county council functions and respond quickly to up to 2,000 telephone queries each day
- Enabled call center agents to increase first-time resolution and complete calls within an average of 3.5 minutes
- Increased ease-of-use and enabled faster retrieval of relevant information within the 2,800 pages of repository content
- Created a central electronic store for all planning applications
- Eliminated the manual collation of printed information such as job application packs, saving up to one full-time person by automatically merging and printing request data from the contact center with information stored in the repository