

## E-government in Action – Cardiff County Council Continues to Lead the Way with Mitel

### CUSTOMER'S NEEDS

- Practical user interface for easy contact handling and ability to resolve enquiries at first point of contact
- Effective and common handling of voice and electronic contact channels in both English and Welsh languages
- Ability to provide de-centralized contact handling service to other councils and public sector bodies
- Ability to integrate into existing line of business applications such as SX3, Mayrise, Comino, QAS systems

### SOLUTION UPGRADE COMPONENTS

- Mitel SX-2000
- Mitel 3300 Integrated Communication Platform (ICP)
- Mitel Call Centre Commander
- Mitel Agent Dashboard

### RESULTS

- Distributed multi-channel contact centre service based upon central technology architecture able to deliver services to citizens for many councils and central government in both English and Welsh
- Wales' public sector operated consumer advice line
- Real-time integration into existing line of business applications
- An efficient working environment with low staff turnover
- High user satisfaction ratings



Cardiff County Council has taken a pioneering approach to managing communications with citizens and customers.

The Council has embraced the concept of contact centers, recognizing that the telephone is the main method for contacting the Council, regardless of age, sex, religion or social status. Moreover, it has given its citizens a single point of contact with the council, allowing them to choose how they get in touch; via phone, email, fax, letter, web chat or face to face. The Cardiff County Council Contact Centre, called Connect to Cardiff, serves 302,000 residents and coordinates 128 different public services.

As a progression of the service offered by Cardiff's contact centre, the Welsh public will soon be among the first in the UK to benefit from a new consumer advice help line from the government. Cardiff has been chosen along with Scotland and two English regions to offer Consumer Direct, a service providing advice on a wide range of consumer issues.

Starting in Summer 2004, Consumer Direct Wales will provide help for consumers across the county via two telephone numbers (English and Welsh), with information on consumer rights, guidance on solving consumer problems, information on consumer credit and scams, and the chance to inform on rogue traders. The service will be delivered through the use of Mitel's Call Centre Commander and communications infrastructure.

# Customer Experience

## → Cardiff County Council

### ABOUT CARDIFF COUNTY COUNCIL

Cardiff County Council is the local authority for the city of Cardiff, the capital of Wales and home of the Welsh Assembly. It serves a population of 302,000, including 25,000 students. Cardiff is the youngest and fastest growing capital city in Europe.

*“With Mitel, we have a foundation that has given us almost unlimited potential. With the success of Connect to Cardiff, the Council has been able to expand and extend services at a speed and scope beyond all initial expectations. This is good news for the citizens of Cardiff, and for the reputation of local Councils.”*

– Crispin O’Connell, Chief ICT Officer,  
Cardiff County Council

### The Solution

Research carried out by the DTI has shown that people do not know where to turn for help with consumer problems. The majority of consumers complain if they are not happy with goods or services but most people give up if their problems are not resolved quickly. The aim of Consumer Direct is to ensure that consumers are better informed about their legal rights and enable them to resolve disputes with vendors with confidence.

Cardiff County Council originally chose to implement Mitel’s Call Centre Commander for its E-Government initiative. The challenge was to equip Cardiff County Council with contact centre technology that enables citizens to interact with the council and have queries satisfied at the first point of contact through a number of different channels. Mitel was chosen to design, develop and deliver a contact centre capable of integrating into back office systems which would provide the foundation for delivering outstanding customer service.

Central to the project’s success was the overall project management offered by Mitel. Mitel-led Benefits Management Workshops helped staff identify key drivers to the project and established which council services could be delivered via the contact centre in the first phase.

The council’s own designers created the look of the contact centre agents’ PC screens, showing profiled categories of council services as well as providing keyword access to the knowledge database. The Mitel Agent Dashboard enables agents to offer more personalised contact with callers by providing them with an easy to use interface, whereby they can review call history and refer to the knowledge database regarding enquiries. This council oriented application provides pre-scripted templates for a number of council services, enabling agents to automate a service order in the event the agent cannot resolve the enquiry.

Cardiff County Council is not only reaching out to its own community, but enabling other Councils to do the same. The Council will also act as a Public Service Provider to Blaenau Gwent. This service is being provided via a secure Virtual Private Network over the Internet between Cardiff and Blaenau Gwent, leveraging the infrastructure that has been put in place to serve not only the citizen’s of Cardiff but the wider communities of Wales.

“With Mitel, we have a foundation which gives us almost unlimited potential,” said Mike Doel, Head of Corporate Services at Cardiff County Council. “All the various contact channels are there. We’ve developed the contact centre so we can use it remotely. This means we can now go into the community – say the local church hall or library – and answer any questions and transact straight away using a laptop and mobile phone. We are very aware that there are many citizens who still want to transact face to face, but we’ve got to be in appropriate places, accessible to people and focused.”

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