

City of Canada Bay

Dramatically improves their communications capability with Microsoft Skype for Business and Enghouse Interactive Communications Centre



City of Canada Bay is a council located in the suburbs of Sydney, Australia. In late 2015 the Council chose to deploy Enghouse Interactive Communications Centre and TouchPoint, integrated with Microsoft Skype for Business, as their customer service communications infrastructure across the entire Council. As a result, the Council dramatically improved their communications capability, and put in place a solution that will service them for at least the next ten years.

Background

City of Canada Bay is a Council within the Sydney metropolitan area, serving over 75,000 residents. Their legacy customer service communications solution had been in place for over nine years and had reached the end of its life-cycle.

City of Canada Bay's Information Systems and Customer Services teams decided to roll out a total solution across the entire Council, from top to bottom, to ensure all staff in the business benefited from the new communications infrastructure.

In the contact centre, the customer services agents were only able to manage calls and could not service channels like webchat, which Canada Bay residents wanted to use to communicate with the Council's contact centre. Also, the reporting functionality did not allow the managers in the Customer Services department to have any oversight on agents, and therefore were not able to identify where service improvements were needed.

Council had explored the option of upgrading the legacy solution, but it was simply not an option. A full upgrade would still not provide all the capabilities and functionality that was needed, and even then, it would still not be a cutting edge solution, future-proofed to meet the Council's needs in the years ahead.

Solution

"We needed a total overhaul of our current infrastructure," stated Peter Beck, Council's Manager, Information Systems.

"The legacy solution had reached end-of-life and was no longer up to the job. We needed a new total solution that could be deployed across the whole Council, all the way from the agents in the contact centre to the General Manager of the Council," Peter added.

After engaging with several IT and software vendors, Council decided that Enghouse Interactive, and their channel partner Generation-e, offered the best solution to meet Council's requirements. It was a hybrid solution of Enghouse Interactive's Communications Centre and TouchPoint, integrated with Microsoft Skype for Business.

"In the end, this was the obvious choice," stated Peter.

These two solutions provided an excellent foundation for the Council's customer service communications platform. But it was Enghouse Interactive's ability to work with City of Canada Bay to customise their software and meet specific needs in the contact centre that really impressed Pauline Webb, Manager of Customer Services. It stood them apart from their competitors and demonstrated an ethos of true partnership.

"Working with Enghouse Interactive's software engineers, we adapted the solution and configured it so it was able to handle up to nine customer resolution codes at a time," said Pauline.

"This allowed us to categorise and track the various types of calls and issues coming into the contact centre with more detail, which provided far better insights in reports," Pauline added.

Pauline has extensive experience in the needs of Local Governments' contact centres, having worked in Local Government organisations for over four decades. She is also the Treasurer and President of the National Local Government Customer Service Network, so understands the challenges that councils across Australia face. Arguably there is no one with better experience in regards to the IT needs of Local Government Contact Centres in Australia than Pauline.

The deployment also offered the opportunity to incorporate some cultural changes at the Council.

"Council decided to move to a desk phone free environment, and again it was something that would be rolled out across the whole Council," said Peter.

"Microsoft Skype for Business has worked really well, as everyone has their own profile photo. So rather than just getting to know people from their voices, you now know what they look like too," said Peter.

"In a Council the size of City of Canada Bay, with nearly 500 staff across multiple sites, Skype has been a great benefit, and definitely improved staff interaction and morale. It's made communication between departments more personable."

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Results

Enghouse Interactive's Communications Centre and TouchPoint went live on schedule on the 23rd of March 2016.

"The deployment went without a hitch and was up and running straight away. It was the best deployment I have experienced," said Pauline Webb, Manager of Customer Services at City of Canada Bay.

The contact centre solution has provided an omni-channel environment across the channels the Council's residents want to use. There has already been a huge migration of customer engagement to email and webchat in the contact centre, with the latter now having a dedicated agent.

The increased reporting tools have allowed Pauline's customer services coordinators to have a lot more oversight with the customer services agents. This has enabled the coordinators to join calls and assist agents when needed. Coordinators can also review calls, thanks to the call recording functionality, and identify where training is required, to improve customer experience and satisfaction.

The solution has provided scalability, which is a huge benefit during high traffic periods.

"The solution has been incredibly easy to use, and this has given the whole team confidence from the start," said Serbo Matic, Customer Services Coordinator for City of Canada Bay.

"We can bring on new staff and have them up and running on the same day they start. That is a great advantage," Serbo added.

"We are going to be working with Enghouse Interactive and Generation-e to continually adapt the solution to meet the Council's and residents' needs as they evolve," added Pauline.

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- Pauline Webb, Manager of Customer Services at City of Canada Bay

Customer Profile

City of Canada Bay is a Council located in the suburbs of Sydney, Australia. In late 2015 City of Canada Bay chose to deploy Enghouse Interactive Communications Centre and Microsoft Skype for Business as their customer service communications infrastructure across the entire Council. As a result, the Council dramatically improved their communications capability and put in place a solution that will service them for at least the next ten years.

Goals

- Deliver a core, proven practice and up-to-date voice platform that offered Disaster Recovery capabilities.
- Deliver a cutting edge Contact Centre solution that provides an omni-channel capability, to meet the choices of City of Canada Bay residents.
- Improved reporting to allow customer services managers to better understand where training is required, and improve the Council customer experience.
- Roll out a total solution and move to a headset environment across the entire council, from top to bottom, to ensure all staff in the business benefit from the new telecommunications infrastructure.
- Put in place a solution that can be configured to meet the bespoke needs of the Council, and adapted as the communications environment evolves, to ensure a future-proofed product that will sustain the Council for over ten years.

Solutions

City of Canada Bay deployed Enghouse Interactive's Communications Centre and TouchPoint, integrated with Microsoft Skype for Business, providing them with an omni-channel customer interaction environment. Call recording, IVR and improved reporting, have also allowed the Council to improve the customer experience for their residents.

Keep reading for Benefits and Results, over page.

Benefits and Results

- Up-to-date core voice infrastructure supporting Council's Disaster Recovery strategies.
- An omni-channel environment with the capability to engage via multiple channels including calls, emails and webchat.
- Call recording, IVR and reporting within the contact centre, allowing managers to improve staff performance and customer experience.
- Moved to a headset / hands free environment which has improved interdepartmental, multi-site interactions.
- City of Canada Bay now has a state of the art communications platform running across the whole council, with the ability to be adapted as the Council's needs evolve, delivering a solution that will last for over ten years.

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- Pauline Webb, Manager of Customer Services at City of Canada Bay

About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes omni-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.