

> Southampton City Council



CUSTOMER
SINCE
2020

3,000
EMPLOYEES

SERVICE RATED
91%
GOOD

Overview

Southampton City Council is one of the largest City Councils in the South of England. The organization offers over 700 services to 250,000+ residents, with special emphasis on education and social services. Southampton has a vision of being 'The City of Opportunity' by 2025.

To achieve this, the Council has set key goals to achieve over the next few years: investment in the city, recovering services post-pandemic, and building deeper, stronger relationships with residents, businesses and city partners through better communication. To help achieve these objectives, the Council needed a solution for their Council contact center, one which could be flexible with the breadth and depth of the Council's services and functionalities, as well as secure and scalable.

The Challenge

Southampton City Council needed an omni-channel solution which enabled voice as a first-line of communication, with a view to adding other channels in the future. Previously, citizens contacting the Council had to move through a complex IVR to eventually reach an agent; the Council wanted to simplify its IVR flow to provide a more seamless customer journey.

The Council needed a scalable, flexible solution that could manage the breadth of queues to the call center, across the numerous services the council provides. This solution had to be scalable, able to handle spikes in demand and increased call queue times due to the lack of line management.

For over 10 years prior to the partnership, the Council had outsourced their contact center through a BPO and wanted to take back control of their communications in line with the Southampton City Council "City of Opportunity" initiative. Legacy systems had also prevented agents from working from home. The Council needed to roll out this functionality quickly, due to a further lockdown in January 2021. This required a solution that was able to integrate into the Council's existing systems.



Provides over **700** services to over **250,000** Southampton City residents



Aiming to be net carbon neutral by **2050**



1 in 5 homes in Southampton are council owned



60-70% of customers use call back functionality during peak hours to reduce queue times



Call back functionality has significantly **reduced abandon rates from 70%** in the queue



Ability for **100%** of employees to work from wherever

PRODUCTS USED:

- CONTACT CENTER
- SERVICE DESIGNER
- MACHINE AGENT
- RECORDING
- REPORTING

Approach and Solution

Content Guru rolled out the **storm** solution at pace, which enabled agents to work from home before the second wave of COVID Lockdowns began in the UK. Teams from Content Guru and Southampton City Council worked closely together throughout the project, ensuring a consistently high standard of communication and that the project was delivered on time.

An omni-channel CX solution, **storm** enables Southampton City Council to optimize the use of voice as its main method of communication, with the option to add additional channels in future. **storm's** 99.999% availability means that its agents are now available to assist citizens at all times, to ensure a consistently high standard of customer experience.

With the **storm** FLOW drag-and-drop tool, the Council has full control and flexibility to create and update simplified IVR journeys for customers in-house. This includes the ability to send automated SMS messages with links to relevant information, to enable a more seamless customer journey and quick messaging changes. Alongside this, call completion codes give the Council better insight to customer behaviour to understand which communications are working well and what needs tweaking.

The Council is committed to creating a customer-first culture, and now uses **storm's** Natural Language Processing (NLP) capabilities to process CSAT surveys at the end of a call. This provides agents with a unique quality score and direct feedback direct from callers they have assisted, providing insights on where improvements can be made and helping to optimize training. Where the average response rate across sectors for CSAT surveys is 10%, Southampton City Council sees a rate of 20%. The Council also used **storm** to create a fully automated switchboard using NLP, reducing avoidable calls to free up agents to deal with more complex inquiries and vulnerable customers.

To significantly reduce queue times and improve customer experience during times of high demand, Content Guru set up a call back function, which has up to 70% uptake during peak hours. This has significantly reduced abandon rates in the queue - which could reach up to 70% previously - as well as reducing the number of follow up calls made.

Managers and Team Leaders use **storm** VIEW to create custom reports regularly for monitoring purposes, enabling them to accurately prioritize different queues during peak call times. Customizable wallboards provide team-specific targeted MI and granular information on time spent using different channels; while the agent dashboard enables the effective management of multiple queues and channels. Historical data aggregation and data export capabilities gives Southampton City Council full access to their data. The Council also uses Calabrio as an add-on to **storm**, with a view to integrating the latter into their existing Verint EMP system in the near future.



"**storm's** surveying functionality offers a strong foundation to build a truly customer-focused culture. Each customer service officer receives a quality score and verbatim comments from the customers they serve. This enables us to share best practices, identify coaching opportunities and continually improve on the customer service we deliver."

Louise Child, Service Manager, Customer Operations, at Southampton City Council

Contact us:

t: +44 (0)1344 852 350

e: sales@contentguru.com

w: www.contentguru.com

Visit us:

Content Guru Ltd., Radius Court,
Eastern Road, Bracknell
RG12 2UP
United Kingdom

