

# message pad

## success » story



### CITIZEN SERVICES AROUND-THE-CLOCK

In May 2007 Message Pad was awarded the contract for outsourced contact centre support for the Cheshire, Warrington & Halton Information Consortium (CWHIC), a consortium of district councils, emergency services and a county council. The service would support a range of services initially on behalf of 6 district councils as well as Cheshire County Council.

Although CWHIC had outsourced their out of hours call handling for several years, their requirement for 2007 and beyond represented a significantly improved service for their customers, including a number of additional service requirements:

- Handling daytime calls as routine overflow from councils
- Taking all council calls at agreed periods
- Ability to take and process payments
- Regular and ad hoc outbound calling programmes
- IT helpdesk support
- Reception call handling and routing.

Importantly, CWHIC also required a first call resolution rate comparable with the councils' own call centres' performance, irrespective of the time of call, with commercially enforceable SLAs for this and all other measurable performance indicators.

Message Pad's service was launched in less than 7 weeks with implementation including the production of a bespoke call handling application for CWHIC developed within the Message Pad *intelligentContact*™ solution. Application and all processes testing, along with training for dedicated and bureau agents in four contact centres all took place during this initial phase.

The service is tasked with answering 95% of all calls, irrespective of any call spikes, and with resolving 65% of all calls at first point of contact.

#### Benefits

- **Cost effective** round the clock service
- High levels of **first contact resolution**
- Impressive levels of **citizen satisfaction**

[www.message-pad.com](http://www.message-pad.com)

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#### Background

The Cheshire Warrington & Halton Information Consortium (CWHIC), a consortium of district councils, emergency services and a county council, had outsourced their out-of-hours call handling requirements for several years but recognised that they would need to offer a significantly improved service in 2007 and beyond to meet changing needs and, ideally, exceed their customers' expectations. CWHIC found their solution with Message Pad who ensured the citizens of Cheshire would benefit from day one of the new improved customer service.

Call types range from the simple to complex and include:

- Benefits enquiries
- Environmental health
- Council tax
- Adult learning
- Electoral registration
- Homeless
- Housing
- Refuse & recycling
- Trading standards
- Highways.

Results to date have been highly impressive with a significantly improved service being provided to the CWHIC partners' customers. Indeed, all associated authorities have noted the operational and commercial benefits of the reduced demand on their council departments due to the high percentage of calls resolved by Message Pad agents; Message Pad consistently achieves a first call resolution rate in excess of 75% for all calls.

In October 2007 an additional service was launched on behalf of the Cheshire Fire & Rescue Service (CFRS) recording, prioritising and allocating requests for Home Safety Assessments on a 24/7 basis. This service represented a marked improvement on previous capabilities and it is anticipated that this will make a significant contribution to the CFRS targets for reducing incidents of domestic fires. Additional outbound research on the customer experience, from initial contact to the completion of Home Safety Assessments was completed by Message Pad in February 2007 with impressive results in all areas of service being recognised.

In March 2008 a new service was launched for Cheshire County Council, managing emergency out of hours calls for the County's Highways Department. During the same month, it was announced that due to their satisfaction with Message Pad's performance the CWHIC consortium intended to exercise their contractual entitlement to extend the contract for all services by a further year.



Warrington Borough Council

