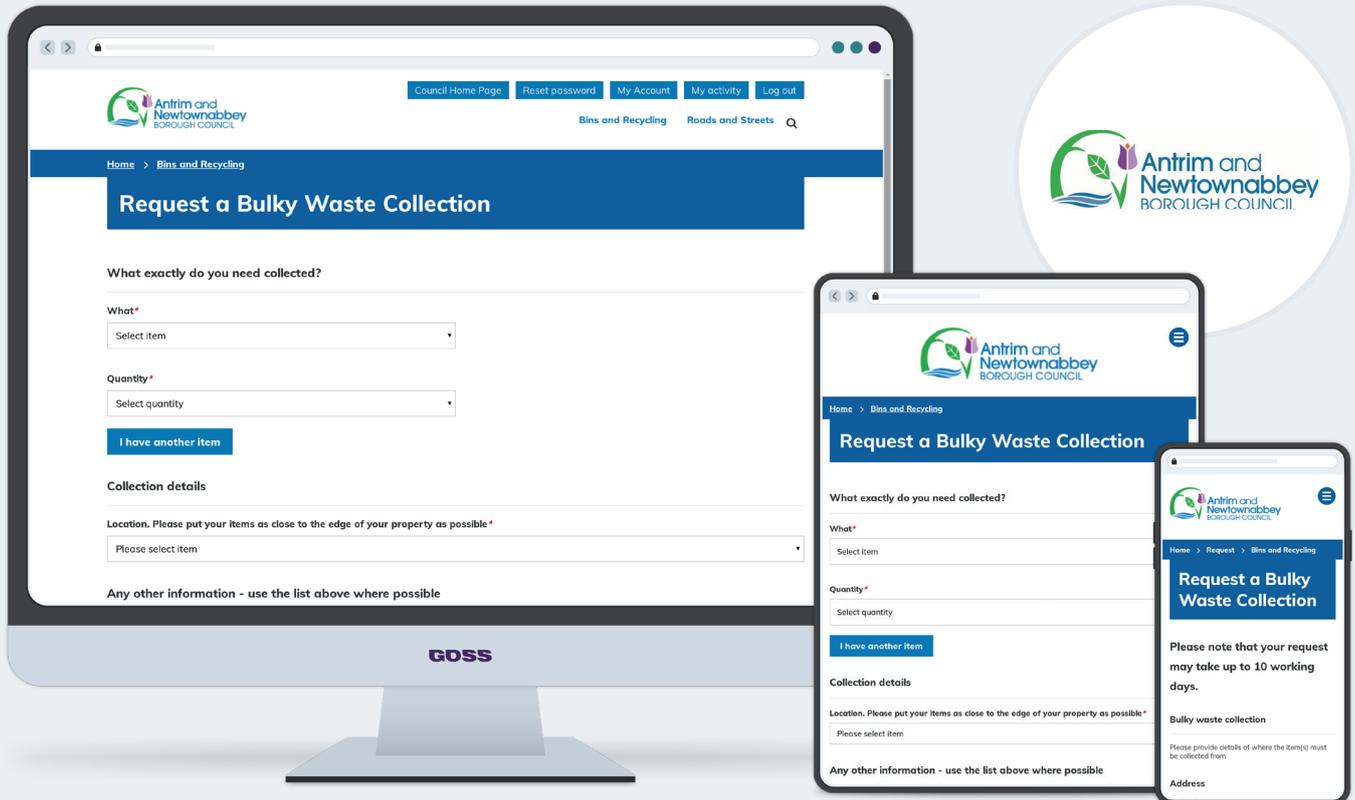


# Antrim and Newtownabbey Council slash call volumes by 50% with improved self-service.



A suite of self-serve, case management, booking, and live chat tools has helped Antrim and Newtownabbey Borough Council revolutionise its customer service and boost back-office efficiency.

Stretching 274 square miles from Lough Neagh to the shores of Belfast Lough in Northern Ireland, Antrim and Newtownabbey Borough Council provides services to over 142,000 residents. In addition, it has its sights on becoming the most digitally advanced Council in Northern Ireland.



**Working with GOSS has meant we're so much closer to achieving our target.**

Caroline Douglas - Transformation Manager  
Antrim and Newtownabbey Borough Council



## Project at a glance



6,700 unique users registered in the first six months.



Year-on-year call volumes cut by over 53%.



Integration with ESRI's ArcGIS, GOV.UK Pay and Notify.



Significant efficiency savings for staff and customers.

## The challenge

Whilst Antrim and Newtownabbey Borough Council's previous CRM was once fit for purpose, their ambition for self-service and back-end website integration had become more and more prevalent. The customer relations team spent much of its time manually entering customer requests, and in the case of environmental health issues this could take up to 30 mins, creating a high cost per transaction and lengthy customer experience.

These inefficient processes meant that simple tasks like bulky waste collection requests were a significant time-sink for employees and residents. A flexible solution built using real-life user journeys, which could automate customer queries, to reduce manual data entry and call times was required.

## The solution

After researching a range of vendors using the GOV.UK Digital Marketplace G-Cloud framework, Antrim and Newtownabbey Borough Council selected GOSS as its self-service provider. With no in-house developers, the Council needed a no-code platform that allowed users to build case management forms with no prior coding experience. Before GOSS deployed the platform, Council employees received three days training on the platform, as well as on-going support – empowering them to hit the ground running from day one.

The new platform has also come with integrated email capabilities, which mean the team can even tailor its communications with customers

depending on the time of year. For example, parks services can now answer customers with automated replies about seasonal tree cutting procedures, reducing time spent responding to separate queries using the same email content.

## The results

Within six months of going live, the Council's bulky waste service had attracted 6,700 registered users. To support the platform's development, the Council also ran a formal user testing programme, made up of members of the public providing an impartial assessment of council services. "We wanted easy-to-design forms and complete end-to-end services for our customers. I can safely say we've achieved this and so much more. In fact, our case management tool has exceeded expectations, it's so user-friendly and we can deploy new forms in no time at all", says Caroline Douglas, Transformation Manager, Antrim and Newtownabbey Borough Council.

Prior to GOSS, most of the Council's customer queries came in by phone or email. Early analysis shows this has dropped by over 50%. Caroline explains the effect this has had on the Council, "By automating repetitive data entry processes that we've freed up countless hours which are now being spent on more valuable and innovative tasks. Even our operational staff will receive map views of their jobs, including colour coded tasks to show high priority jobs".

"Our aim is to boost overall customer satisfaction by using technology to increase accessibility to information and services", says Caroline. "Working with GOSS has meant we're so much closer to achieving our target."