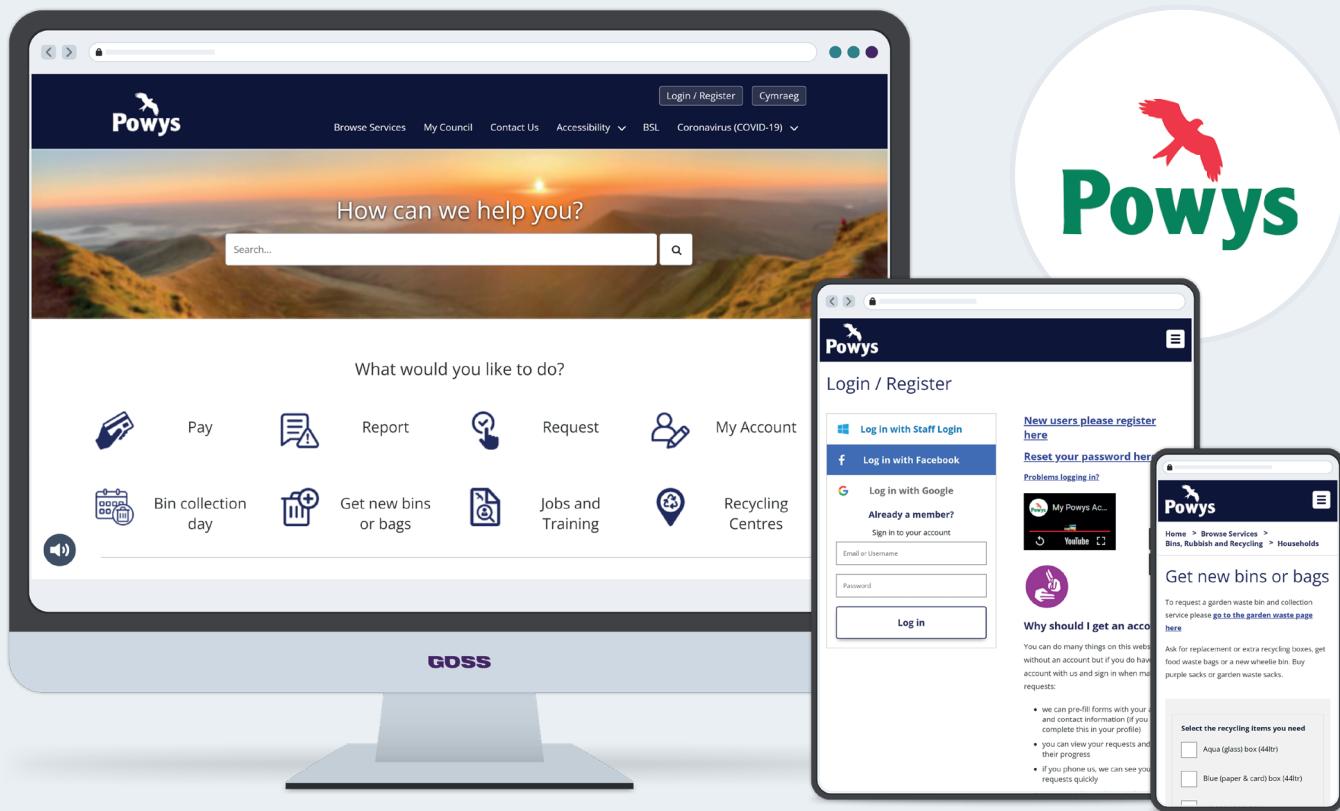


Improved self-service delivers a 75% reduction in service costs for Powys County Council.



A new website using the GOSS Digital Platform has increased levels of online self-service, driven up satisfaction, and freed up more time for valuable, customer-facing services.

Powys County Council is the largest unitary authority in Wales, providing services to over 132,000 residents. Its low population density, varied geography, and the requirement to provide services and communications in both English and Welsh make delivering reliable services across the board a unique challenge.

“GOSS are really helpful and responsive. They genuinely care about what you’re trying to achieve.”

Sarah Ryan - Channel Access Manager
Powys County Council



Project at a glance



£55,000 in estimated channel shift savings in first six months



96% satisfaction with bulky waste collections



50% reduction in emails to customer services



80% reduction in calls relating to waste depots

The challenge

Powys had been using an open-source website platform running on costly hardware that was approaching end of life. Although the council had started to offer self-service via online forms, these weren't connected with any back-end systems and simply sent emails to the relevant department. In addition, call centre agents were using a CRM system that was disconnected from the website, meaning call handlers had a different process view to the customers using the website. Customers were often met with frustration, phoning in to complete processes started online only to be taken through the whole process again. The council needed a solution that would allow customers to access key services quickly, easily and in a way that worked for them, whilst also achieving efficiency savings.

The solution

Powys's e-access team – responsible for making it easier to access online customer services, initially looked for a cloud-based web content management system that could replicate the self-service processes available on the existing website. However, after speaking with other local authorities and evaluating a range of vendors, the GOSS Digital Platform offered a much better solution. Using the platform, Powys could easily design, implement and adapt online processes in a way that meets the changing needs of their customers. Its integrated CRM would also enable Powys to integrate workflows all the way from online request to fulfilment. "Rather than choosing a pre-built process option from an off-the-shelf system where you're limited in what you can do, we can now build our own

processes," says Sarah Ryan, Channel Access Manager, Powys County Council. "We liaise with departments and consider customer feedback to build something completely bespoke to our requirements."

The results

The majority of customers using the council's most popular services now do so using online self-service, delivering estimated channel shift savings of more than £55,000 in the first six months in waste services alone – representing a 75% cost reduction. This has freed up time that can be spent helping less digitally savvy customers and those with more complex needs. Customers can create their own 'My Account', enabling them to get updates and track progress of their requests. Furthermore, call centre agents now follow the same process as online services, making the process a smoother and faster experience.

Since moving to the GOSS Digital Platform, customer satisfaction has risen on average from 68% to 84% across all services in the first year alone. One of its most popular services, bulky waste collections, now has a 96% satisfaction rate. Another welcome result is a 50% reduction in emails to customer services, and an 80% reduction in calls related to waste depots. Waste and Transport are now able to see real-time usage per depot and missed bin collection reports, enabling them to make informed decisions about operational improvements. Powys has found GOSS to be a committed and supportive partner, Sarah Ryan, remarks "GOSS have been really helpful and responsive. They genuinely care about what you're trying to achieve. We think of them as partners and not just another supplier."