



ADUR & WORTHING COUNCILS

Adur and Worthing Council Medical Sharps Collection

Background

Adur and Worthing Council engaged Mobilise Cloud Services to build an innovative Medical Sharps Collection Application. The application is built on AWS Voice and Serverless Technology platforms.

Adur and Worthing council are responsible for providing local services and facilities – such as housing, leisure, and waste removal – for the Adur and Worthing districts in West Sussex.

Problem

One of the many services that Adur and Worthing council provide is a collection service for domestic and commercial premises that need to dispose of used medical sharps such as needles and scalpels. The traditional way in which this was done was that users would call the Council's contact centre, wait to speak to an operator, get directed to the correct department to book an appointment.

Whilst the system works, the user can spend many minutes waiting at busy times and agents also spend several minutes completing the information within the Council's system while the user waits for confirmation.

Solution

During a workshop, a number of options were discussed to create a better solution, including introducing an 'IOT' button or Alexa skill. However, it was decided that we would make the user experience and process very similar to the existing way of ordering a sharps collection to ensure that user take up was maximised. To that end, it was decided that creating an automated voice service using AWS's Lex bots behind a new telephone number would be the best option.

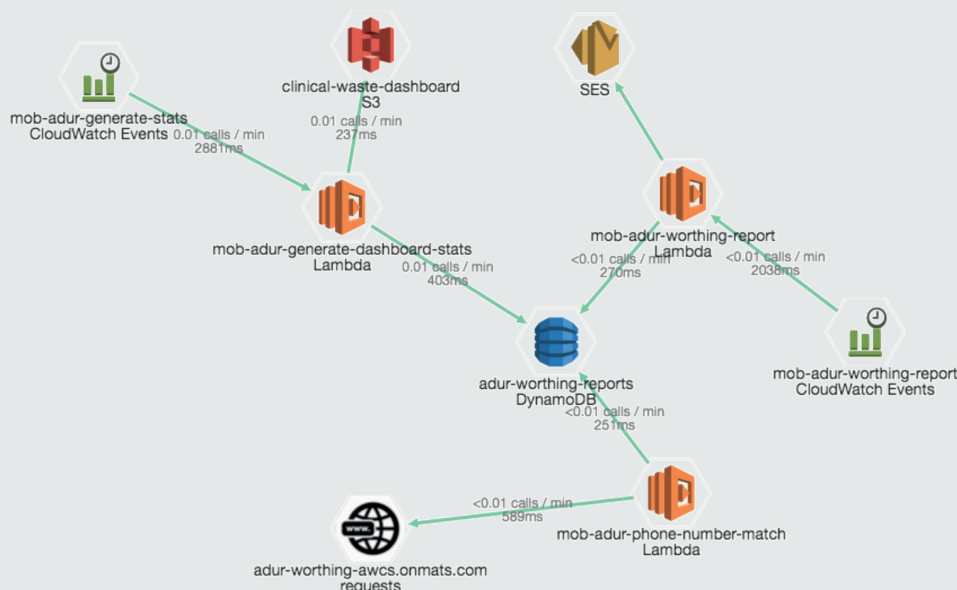
Adur and Worthing has already implemented a considerable amount of digital transformation and, as such, their main CRM system can expose an API. The Proof of concept built a simple call flow; it was proved using Lex that we were able to query and post information about a particular caller.

Interactions with customers that order a collection is extremely simple (for the user) and quick. A call typically takes less than a few seconds, whereas the human interaction version can take in excess of 10 minutes.

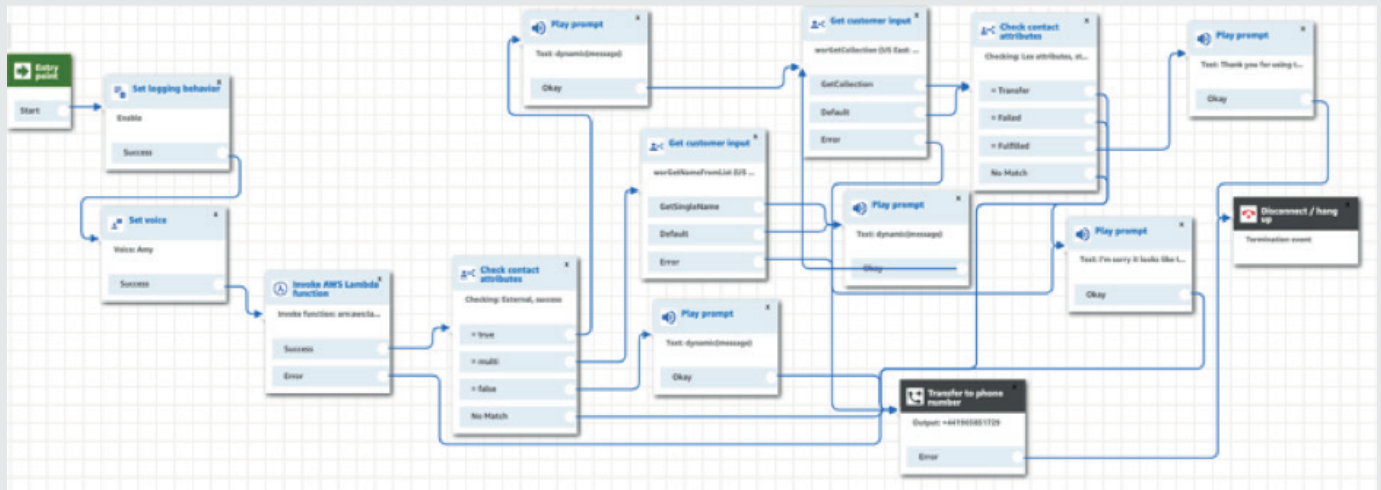
The users are asked to confirm their details and if they would like a collection. The system talks to the council CRM system via an API call, and once the appointment is booked the user gets a verbal confirmation and they are also sent an email confirming the appointment location and time.

Application Architecture

From the outset, it was decided that the application was to be built from entirely Serverless components. We wanted to make a platform that was extremely cost-effective and could scale up with user uptake. We also wanted to be able to very clearly define the cost per call. This is much easier to achieve with Serverless components.



The Telephony element is built with Amazon's Connect product; the call flow can be seen below.



Reporting & Monitoring

A dashboard was also built (using serverless components) to show contact centre staff how many calls are being taken by the automated service and, more importantly, how many calls are being missed. The missed calls are mostly due to phone numbers that have been dialled that are not present within the council's CRM system, which is an important finding that was previously unknown.

The health of the system and any troubleshooting of the stack is done using Epsagon.



Benefits

Adur and Worthing Council calculated that the cost of a call using the existing system cost at £15 per call. Using the new system, the cost can be as little as £0.03 per transaction. **That is a huge saving of up to 99.8%!** more importantly, the system demonstrates how automating this type of interaction can free up Council Contact Agents to deal with more complex casework and thus paves the way for further simple transactions to be automated.

Based on the feedback from users and council staff, extra steps have been added into to call flows so that mismatched numbers are trapped against a caller, which in turn allows the council to promote the take up of the service. This system becomes more cost-effective as the percentage of registered users increases. This will need some investment in promotion, and the council are looking at ways to improve take-up.

About Mobilise Cloud

Mobilise helps government and commercial organisations to ensure their migration to Cloud is a success from strategy through to design, delivery and organisational and operational change.

Mobilise has a wealth of experience in gaining best value from IT infrastructure provision, and has partnered with the leading Cloud providers including Amazon Web Services and Microsoft Azure to ensure a range of industry leading options are available to replace IT infrastructure with the 'right cloud' service, and to deliver ongoing IT transformation through cloud native services at pace.

People are key to the transition to Cloud, and Mobilise is experienced in communicating the change and gaining buy-in at all levels of an organisation to create excitement and active participation, and enabling customer teams to ensure they can participate fully in the technology change required.