

# Modernising the contact centre to support cost reduction and enhancing the customer experience

## Case Study Adur and Worthing Councils

### Background

Adur and Worthing Council engaged Mobilise Cloud Services to build an Application that supported the management of enquiries for one of its many services. 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. The traditional way in which these appointment were accomplished 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.



**Many waiting minutes on calls at busy times**



**Several minutes spent on data entry**

### Solution

During a workshop with the Mobilise team, a number of options were discussed to create a solution, including introducing an 'IOT' button or Alexa skill. 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 and AWS connect

The telephony element was built with Amazon's Connect product.

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.

## 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.



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## Key results



**Reducing cost  
per appointment from  
£15 to as little as 3p**



**Speeding up enquiries  
at the contact center**



**Automated simple  
transactions and  
improving customer  
service for complex  
casework**

“Mobilise’s collaborative and flexible approach to tech and solutions paved the way to modernise our call centre to speed up the existing process of appointments as well as reduce the cost significantly while ensuring the customer experience was enhanced.”