

LOCAL GOVERNMENT CUSTOMER SERVICE: WE PUT YOUR CITIZENS FIRST

The way citizens engage with their local councils is changing fundamentally.

A new digital generation has emerged that is no longer tolerant of more old-fashioned working practices. They treat public services as they would a large retail brand or private company and, as a result, demand the very best customer service delivered across a multitude of channels. Local councils across the UK are all too aware that these improved services must also be delivered at no extra cost to the citizen and at a time of bruising budget cuts.

"The project has had a significant impact on customer satisfaction in the borough and is helping to connect customers with new payment methods and self-service options."

Councillor Sharon Blank, Executive Member for Customers and Communities, Chesterfield Borough Council.



arvato
BERTELSMANN

Easing the burden

This is where Arvato can help. We take the administrative weight off local authorities' shoulders. Our specialist local government teams will help to drive down costs, streamline processes and give staff the freedom to provide the best possible service. We already do this successfully for authorities across the UK. In fact, our countrywide network of customer service centres means that our local authority teams manage a million interactions every year.

Intelligent relationships

Our intelligent customer relationship management (CRM) helps local councils to respond directly to their citizens' needs and releases frontline staff to deal with more complex enquiries. We also cater to the emergent 'digital generation' by helping councils to offer a variety of channels that streamline customer interactions. These include face-to-face, online, social media and self-service options.

Leveraging private sector expertise

Our experience of providing market-leading customer contact solutions for global brands, including Renault and Zara, enables us to consult our public sector clients on how they can interact with citizens in the same way companies do with their customers. By implementing solutions that are tried and tested elsewhere, supported by training for customer service teams, we work with our clients to introduce new ways of communicating while addressing concerns around reputational risks and loss of control.

Specialist training

To keep pace with new legislation and to develop technically aware, multi-skilled employees, we run specialist programmes for local authority revenues and benefits practitioners. Our courses cover benefits assessment, council tax, business rates, recovery, enforcement and other associated topics.

58k

The number of UK citizens Arvato supports through its partnerships with Sefton, Chesterfield and Slough Borough Councils

25%

Our local authority teams deal with around 800k calls and nearly 200k face-to-face contacts per annum

Client benefits

Use new communication channels to boost customer satisfaction:

By providing self-serve and multi-channel contact options for citizens, clients can improve customer satisfaction and speed up administrative processes, while simultaneously cutting costs.

Administrative support to free up frontline staff:

Integrating back and front office processes and training staff across a range of services means more citizen queries can be resolved at the first point of contact.

Arvato is a trusted global business outsourcing partner to the private and public sectors in the UK and Ireland.

arvato.co.uk/hello

arvato
BERTELSMANN