

# SWORD

UPGRADE YOUR BUSINESS

## SwordCiboodle



### Falkirk Council

## Falkirk Council Winning Compliments for Complaints Handling

### A local council serving over 149,000 citizens

#### The Challenge

The Scottish Executive recently initiated a program called "Customer First". As part of this initiative it is recommended that Scottish Councils deal with 75% of core service requests by citizens at first point of contact. In line with this initiative, Falkirk Council has a strategic imperative to manage complaints in a timely and efficient manner.

Although complaints received by the Council were dealt with by individual departments, there was no centralized electronic process in place. Moreover, there was no single view across the Council that allowed different types of complaints and actions raised to be measured consistently. As a result, managing citizen responses in accordance with the Council's Performance Indicators (PIs) was extremely difficult.

"Addressing the handling of complaints and enquiries was very much at the forefront of our objectives as it is an area where our citizens expect efficiency and responsiveness," said Fiona Campbell, Head of Policy and Performance Review at Falkirk Council. "Sword Ciboodle allows us to improve this area of our business, while laying the foundations to apply the platform to all citizen service areas over time."

#### The Solution

Sword Ciboodle has provided Falkirk Council with a CRM platform that has been designed to compliment Falkirk Council's complaints process, and provides them with one system, which centrally facilitates tracking, logging and management of complaints. The solution provides case handling capabilities, which allow business users to categorize complaints, define who is best suited to handle each complaint and specify expected response times. Falkirk Council's system also gives them reporting capabilities to ensure adherence to PIs and citizen service standards that enforce a consistent and disciplined approach to managing complaints.

#### The Results

Falkirk Council's advanced complaints management system has provided the Council with the ability to monitor the volume, type and status of complaints. The system has resulted in increased citizen satisfaction levels, improved staff efficiency and ease of access to information. Implementation of the CRM platform, bespoke complaints processes and training of the end users was all achieved within a 14 week timescale.

#### Benefits

The ability to monitor the volume, type and status of complaints

Increased citizen satisfaction levels

Implementation and end user training completed in 14 weeks

#### Solution Highlights

**Users:** 300 trained users

**Channels:** telephone, whitemail, fax and email

**Processes include:** complaints handling and efficiency processes to follow and clarify ownership of freedom of information requests

**Integration:** corporate address gazetteer, an address look up system used by all Falkirk Council departments

*"We strive to manage customer contacts across a range of diverse services within decentralized office locations. Sword Ciboodle's solution allows us to provide a fully integrated service and therefore a better experience for all citizens."*

Fiona Campbell, Head of Policy and Performance Review, Falkirk Council

# ***SWORD***

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