

Lockyer Valley Regional Council

TRANSFORMS CUSTOMER
COMMUNICATIONS WITH ENGHOUSE
INTERACTIVE'S COMMUNICATIONS CENTRE
AND QUALITY MANAGEMENT SUITE

Overview

INDUSTRY

Local Government

CUSTOMER PROFILE

A local government authority in South East Queensland, Australia. Delivers sustainable services to enhance the live-ability of its community, while embracing economic, cultural and natural diversity. Its mission is to lead, engage and empower.

GOALS

Overarching objective is to deliver customer-centric service. Aim to engage and communicate with internal and external stakeholders, and to meet the needs of all residents in a responsive and equitable manner.

SOLUTIONS

Enghouse Interactive Communications Centre and Quality Management Suite.

BENEFITS

- Personal performance benchmarking
- Team KPIs on dashboard
- Easier and more productive agent coaching

Lockyer Valley Transforms Customer Communications

The Lockyer Valley Regional Council is a local government authority in South East Queensland, Australia, between the cities of Ipswich and Toowoomba. It was created in 2008 from a merger of the Shire of Gatton and the Shire of Laidley.

Lockyer Valley Regional Council delivers sustainable services to enhance the live-ability of its community while embracing economic, cultural and natural diversity. Council's mission is to lead, engage and empower.

Delivering customer-centric service is the Council's overarching objective. Accordingly, contact centre technology is critical to Lockyer's ability to engage and communicate with internal and external stakeholders, and to meet the needs of all residents in a responsive and equitable manner. Always on the lookout for new opportunities to collaborate, connect with and deliver a better customer experience for Lockyer residents, this innovative local government authority is committed to providing quality services to residents and visitors in the pursuit of their vision for the region.

Challenges

Lockyer's ability to deliver efficient customer service to its residents was hampered by outdated technology that was not only unreliable, but also very expensive to operate, maintain and update. The Customer Service team, which provides the frontline customer service experience to the regions' residents and community, faced daily challenges from legacy handsets that frequently dropped calls and were not conducive to working remotely. The legacy telephone system lacked detailed visibility into performance metrics of the customer service team.

The Council's continuous pursuit of exceptional customer service led management to realise that in its current state, Customer Service would not be able to answer enquiries with the required urgency and efficiency.

Simply put, the most glaring problem for Lockyer was that it did not have a cost-effective, efficient contact centre platform. Some of the specifics outlined were:

- High maintenance and operating costs
- Upgrades were time-consuming and expensive
- Legacy technology at “end-of-life”
- Unstable system
- No flexibility
- No growth potential or feasibility

The Solution

In 2016, Lockyer embarked on a search for a new contact centre platform that would be cost-effective and purpose-built to support customers. Among the key criteria that led them directly to Enghouse Interactive, were: omni-channel communications for logging enquiries from community residents; the ability to handle increased call volume with seamless access to remote site/fall-back facility; call recording and customisable reporting on monthly performance, call/interaction volume, average wait time, calls dropped and number of people who terminated interactions.

Through Insync Technology, a tenured Microsoft-certified solutions provider, Lockyer selected Enghouse Interactive as its new contact centre platform to help evolve their customer interactions. In Enghouse Interactive’s Communications Centre (CC) and Quality Management Suite (QMS) platforms, Lockyer found an integrated solution that was intuitive, highly functional, cost-effective and reliable, and which also provided visibility into each interaction touchpoint of the customer experience through Snapshot, CC’s real-time dashboard.

“Enghouse Interactive provided a cost-effective, fit for purpose solution, with a solid track record and tight, native integration with Microsoft Skype for Business, our new telephony platform for unified communications and collaboration.”

Graham Cray, MANAGER OF INFORMATION SERVICES,
LOCKYER REGIONAL COUNCIL

Enghouse Interactive’s technology appealed to Lockyer Regional Council for several reasons:

- Skype for Business integration and significant experience with Microsoft communications and productivity solutions
- Omni-channel functionality
- Next-gen telephony supports remote workforce
- Intuitive user experience
- Integrated quality management solution
- Cost-effective
- Enghouse Interactive deployment training, ongoing service and support
- Local support partnership through Insync Technology

Enghouse Interactive Communications Centre (CC) is one of the most popular contact centre platforms available today, deployed by over 4,000 organisations across the world. Modular and feature-rich, the omni-channel contact centre solution is PBX and platform agnostic; it is purpose-built to operate on leading IP telephony systems (including Avaya, Cisco, NEC, and Microsoft Skype for Business), in on-premises, hosted, and hybrid environments.

Snapshot, a Communications Centre dashboard plug-in, allows contact centre managers and decision makers to simplify the monitoring of their contact centre while communicating key metrics to their contact centre staff. As a result, issues were resolved without any impact on customer service. It works like this: Snapshot retrieves data from CC and displays it within a web browser view, in a completely customisable format. The statistics are refreshed once every 0.5 seconds through a graphical administration interface that makes it simple to configure and customise how the data is presented. Customisation options include the ability to add and remove summary tiles, as well as the option to change the colour, gradient, content and layout of each tile.

The seamless integration of Communications Centre with Quality Management Suite (QMS) provides the built-in quality assurance and reporting capabilities that Lockyer's contact centre managers coveted, including: Call Recording for voice recording and review; Agent Evaluation for call scoring and agent coaching; Computer Recording enabling desktop screen capture; and Screen Recording allowing for live interaction monitoring. The QMS Scorecard feature ties it all together (voice recording, screen recording and evaluation.) for evaluation and training. Most importantly, they now had the visibility to monitor performance in real time, and the flexibility to extract and consume specific data on-demand.

ROI and Benefits

ROI Measurements at Lockyer are based on a number of KPIs, as well as overall customer experience.

Since the introduction of Enghouse to the contact centre, Lockyer Valley Regional Council's Customer Service team has realised numerous benefits:

- Staff can now measure their individual performance on personal dashboards, and set benchmarks for themselves
- Supervisors can now set team KPIs on dashboard
- The Snapshot dashboard can be changed easily and used to show meaningful KPIs (performance and activity, average wait time, calls dropped, people who terminate)
- Agent coaching is both easier and more informed, and therefore more productive
- Automated alerts generate warnings to advise supervisors of need for assistance
- New visibility into abandoned calls, wait times, after call time – not previously available – Lockyer now has the capability to seamlessly operate its contact centre across multiple sites and locations
- Reporting is now easier and simpler with the help of the reporting 'wizard'.

Return on Investment

Upon deployment in late 2016 for both onsite and remote workers, Enghouse Interactive's solutions were instantly embraced by Lockyer's contact centre personnel because of TouchPoint, Communications Centre's intuitive user interface. Agents welcomed the change because of how simple it was for them to ramp up; achieving proficiency was much quicker than they anticipated. Key functionality such as multi-channel queuing, skills-based routing and web chat were just a few of the functions that excited both managers and staff, now empowered with the tools for exceptional customer interactions.

Another high-value attribute is Snapshot, Communications Centre's Service Level Dashboard. Enghouse Interactive has simplified how Lockyer measures service levels; real-time visibility shows areas of strength and also, where there is room for improvement. In addition, performance transparency, as well as metrics like call volume and hold times, keeps agents accountable to one another – not just to management. Also of note, is that Lockyer now has the flexibility to utilise remote

workers as fall-back for call overflow. During periods of increased call volume, Lockyer remote agents now also have seamless access to the contact centre environment, needing only a laptop and headsets. The disparity between the new and old systems is staggering.

“By utilising Enghouse Interactive, we’ve been able to improve the level of service we provide to our customers and community, as well as reduce operating costs. We are much more efficient than ever before, which ensures best use of rate payer funds. In today’s age, expectations continue to increase, and Enghouse is helping us stay ahead of the curve and cater to our customers’ preferences.”

Graham Cray, MANAGER OF INFORMATION SERVICES,
LOCKYER VALLEY REGIONAL COUNCIL

The ability to efficiently align its technology, user experience and workflow together has enhanced the overall ease-of-use, simplifying the process of providing exceptional customer service. Also, Lockyer Valley Regional Council is now liberated from the shackles of high-priced maintenance and poor support.

Soon after deployment, both contact centre agents and supervisors noted the record levels of positive customer experiences. Not only that, but – through Snapshot – management and senior executives were finally receiving the extensive, meaningful insight with which they could make informed decisions. Having a tool like Snapshot allows Lockyer to consume and communicate key metrics to all contact centre staff in real-time, empowers agents to proactively manage the quality of their own work, optimises contact centre performance, and maintains the emphasis on customer care.

For managers, QMS allows for call recording and easy access to myriad customisable reports. And again, the platform’s extensive functionality provides the comprehensive visibility into agent performance, which has proven to be an invaluable resource for education and training.

Another major improvement to the overall customer experience was the Council’s newfound ability for multi-channel engagement. With its Enghouse Interactive-powered Skype for Business contact centre, IVR functionality enables self-service that is far more intuitive than the predecessor platform, and is frequently utilised by community members. A significant uptake in online services is attributable to the addition of web chat messaging in the newly set-up queue. The convenience of Callback functionality is also quite popular, as residents no longer have to waste time waiting on hold for agents or risk losing their spot in queue.

Future Goals

- Looking to make improvements to the Snapshot app display – need more overarching data and performance metrics
- In the process of working with Insync Technology to upgrade to latest version of Communications Centre
- Very happy – not hunting for any specific improvements.

About Enghouse Interactive

Enghouse Interactive’s integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.