

Right Click 2013



IMPROVING
productivity
AND
service outcomes
THROUGH
digital
CHANNELS



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Improving Customer Service by Empowering your Customers

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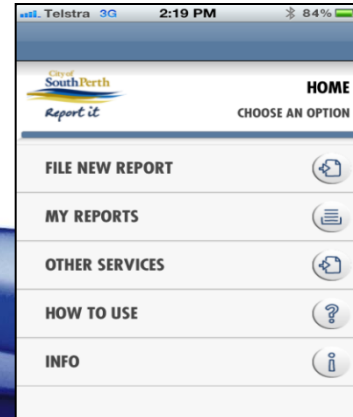
Lodge a Report

- Asset and Building Maintenance
- Building Site Inspections
- Drainage
- Footpath
- Graffiti
- Lighting

Improving Customer Service by Empowering your Customers

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DATACOM



Key Drivers for the CRM / Report It Project

- Respond to the emergence of the 'digital citizen'.
- Deliver an effective multi-channel customer contact approach.
- Empower customers to interact with us at a time and place of their choosing using their preferred technology device.
- Desire to make our customer interactions more transparent.
- Achieve a single integrated view of the customer.
- Leverage business intelligence opportunities:
 - Facilitate more effective customer engagement.
 - More effectively manage resource deployment.

Key Objectives

- Use interactive customer service models to streamline processes & add value
- Customer contact channels to directly integrate with back end systems.
- Deliver reliable, consistent customer experiences - all devices & channels.
- Achieve a look of elegant simplicity across all platforms.
- Engage our customers in the process - logging & tracking customer requests.
- Ensure that customer is kept informed of the progress of requests.
- Have the flexibility to add additional integrated customer channels.



- Leverage and cross promote communication channels.

Partnering for a Successful Outcome

- Be very clear about your business objectives and strategy upfront.
- Work with a technology partner that understands business processes.
- Identify and target the high volume processes / customer pain points.
- Understand your business processes as 'in-use'.
- View workflows from the customer's perspective - not the technicians.
- Engage your staff as subject matter experts - but ensure that customer experience drives the project decisions.
- Look for ease of integration with core systems.
- Be realistic about expectations and impacts of the new approach.

Live Demonstration

Track Your Request

Lodge a Report

- Asset and Building Maintenance
- Building Site Inspections
- Drainage
- Footpath
- Graffiti
- Lighting
- Reticulation
- Roads
- Signs
- Trees
- Underground Power
- Waste
- Dogs
- Cats
- Parking
- Ticket Machines
- Abandoned Vehicles
- Noise Complaints
- Mosquitoes and Pests Incident
- Food, Liquor and Permits Incident

Report It Mobile App - Smartphone, iPad or Android Device

Web Self Service

<http://www.southperth.wa.gov.au/Services/Report-it/>

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