



## Capita CRM

Capita CRM enables local authorities to improve customer service, reduce avoidable contact and realise significant efficiency savings by managing their customer interactions more effectively.

Tailoring services to the needs of citizens rather than the structures of government is at the heart of the Service Transformation Agreement (STA). Whilst this is an admirable vision at heart, the diverse range of services provided by local authorities makes this a significant challenge.

Capita CRM helps local authorities to achieve this by providing a single system to manage customer interactions across the entire authority, enabling them to provide an effective service to their citizens at the first point of contact.

The system can be integrated with back office systems, such as Revenues and Benefits or Housing, allowing an early resolution of more enquiries and eliminating the duplication of work that can occur between the front and back office.

Where enquiries need expert assistance from back office teams these can be recorded and directed to the relevant departments. The enquiry can then be tracked to resolution, ensuring that it is resolved promptly without the need for the customer to call again.

The benefits of implementing Capita CRM;

### Reduce avoidable contact (NI 14)

Capita CRM will enable more queries to be resolved first time and track those that are not to ensure resolution.

### Improve customer service

Customers often get frustrated when the information they require is not readily available but with Capita CRM, Customer Service Advisors are empowered to resolve customers' queries.

### Improve business processes

Capita CRM enables authorities to better track failed service delivery and improve business processes to address this.

### Improve efficiency

More calls can be resolved at the point of contact eliminating the need to involve the back office. Integration with back office means that back office systems can be updated at the time data is captured.

### Back office staff freed up

Specialist back office staff can focus on their jobs without being distracted by a large volume of customer calls.

## Key features

- Linking of records to data in back office systems - the ability to link information from other back office systems to a CRM customer record and update those systems directly using integrated e-forms
- A flexible and modern user interface – a contact centre advisor can configure their display the way they want it allowing the maximum amount of relevant information to be displayed on screen within a single view.
- Integration with public-facing online enquiry systems - allowing citizens to track the status of calls logged with the authority via the Internet, avoiding the need for the customer to call the authority to ascertain a calls progress.
- Automated workflow of data and tasks - event templates allow the system to pass CRM data and tasks to other back office applications based on pre-defined CRM events
- Assignment of calls or tasks to designated individuals – ensuring that contact centre advisors take personal responsibility for resolving calls.
- Comprehensive reporting capability – enabling managers to monitor the performance of the contact centre and improve business processes.
- Automatic generation of CRM calls from emails – ensuring that all emails are dealt with in a timely manner and encouraging email as a method of communication.
- Integration with telephony systems – enabling the pre-population of contact and call information based on callers number recognition, saving time and helping to ensure the correct customers details are accessed.