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CORK CITY COUNCIL

CASE STUDY





CORK CITY COUNCIL

empowers omni-channel citizen engagement
within an ambitious deadline to support
boundary extension with a solution developed
by **opensky**.

Comprising of a combination of Dynamics CRM
back office and Microsoft's Unified Service Desk
client, the system allows for efficient handling &
processing of inbound calls from citizens.

SITUATION

In line with the imminent expansion of the Cork City Council boundary resulting in an increase in customer service enquiries, the Council required a service desk solution integrated with their CRM - to support citizen engagements through telephone, portal & email.

The service desk solution functionality needed to be intuitive and easy to use, providing out of the box functionality to facilitate customer service-based activities.

**FURTHERMORE, IT WAS
CRUCIAL THAT THE
SOLUTION BE SCALABLE AND
ADAPTABLE TO PROVIDE
FURTHER FUNCTIONALITY TO
MEET THE BUSINESS NEEDS
FOR FUTURE STAGES OF
DEVELOPMENT.**

SOLUTION & FEATURES



INSTALLATION AND CONFIGURATION OF A UNIFIED SERVICE DESK



FACILITY FOR LOGGING OF ALL DIRECTORATE CASES



FACILITY TO LOG, IN DYNAMICS, INBOUND ENQUIRIES RECEIVED VIA THE PUBLIC CONTACT FORM



PHONE SYSTEM INTEGRATION FUNCTIONALITY DEVELOPED FOR PHASE 2

The Unified Service Desk for Dynamics 365 Customer Engagement aggregates customer information from different areas in Customer Engagement into an integrated desktop that provides a 360° view of customer interactions – giving customer service agents immediate access to critical business information so that they can quickly engage with customers and address queries and issues.

The Unified Service Desk, built using a User Interface Integration (UII) framework, is designed as a series of adapters and modules that facilitate management of Customer Engagement UI elements such as pages and dialogs, automatic loading of related records, agent scripting, a configurable toolbar etc.

In preparation for Phase 2 development, the computer telephony integration (CTI) framework of UII, will connect the Unified Service Desk with the existing CTI infrastructure to support customer communication in agent desktops over various channels such as chat, email or telephone.

Detailed reporting equips CCC stakeholders, users, assignees and inspectors, with statistics, views & visibility on the inbound call activity as well as facilitating the ongoing review and monitoring of inbound call activity.



BENEFITS

The **Service Desk Solution** has provided a streamlined, standardised service agent call logging system with enhanced automation.

The system makes much greater use of CRM, connected to the Unified Service Desk functionality, allowing for more efficient handling and processing of inbound calls from the Public.

Since all calls are now logged and assigned a Directorate, it is now possible to view inbound activity and coverage via various views and dashboards – therefore enabling more efficiencies and enabling more effective capacity planning.



“ENHANCED CUSTOMER EXPERIENCE”

We currently have 6 agents and 1 supervisor fielding phone calls from customers and public of Cork city council. Calls are captured over the phone on a dedicated customer service phone number and online using a service request form on www.corkcity.ie.

The phone lines are operational 09.00 – 17.00 Monday – Friday with the option for customers to leave a voicemail out of operational hours. We currently field circa 750 calls per day.

This has now greatly improved the customer experience, ensuring customers of Cork city council and the general public can now interact with a customer service agent during office hours. Customer service agents using MS Dynamics can guarantee that the issue is assigned to the correct internal party.

This initiative coincided with the boundary extension of Cork city, increasing the population Cork city from 125,000 to 210,000.

KIERAN CRONIN

Project Lead: Cork City Council

SOLUTION OVERVIEW



ORGANISATION

Cork City Council

CUSTOMER PROFILE

A public service organisation that operates within a local democratic mandate, responsible for providing a diverse range of services to citizens of Cork City including:

- Housing/Community Services
- Roads/Transportation
- Planning/Development
- Recreation
- Amenity/Culture
- Environment/Waste Management

INDUSTRY

Government Digital Services

COUNTRY/REGION

Ireland



BUSINESS CHALLENGE

In line with the imminent boundary expansion of Cork City Council resulting in an increase in customer service enquiries, CCC required a service desk solution integrated with their CRM - to support citizen engagements through telephone, portal & email.



SOLUTION DESCRIPTION

To implement an intuitive and easy to use Service Desk Solution, supporting Citizen engagement via phone call integration with Cork City Council's instance of Dynamics 365.

Installation and configuration for all inbound call logging assigned at directorate level and below. Enhanced visibility of statistics, views & call activity to admin staff, assignees & inspectors enabling heightened business intelligence throughout the organisation.



BENEFITS

Call Logging System

USD Integrated with CRM

Efficient processing of Inbound Enquiries

Comprehensive Reporting Capabilities



KEY SERVICES

BA Strategy Consulting

Solution Architecture Design

Solution Development

BI Training for Self Service Reporting



TECHNOLOGIES

MS Dynamics 365

Unified Service Desk



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THANK YOU

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