

# **Executive Advisory Panel**

## **Enterprise Telephony including IT Infrastructure, Architecture and Contact Centre**



North  
Northamptonshire  
Council

# What do we mean by telephony system?

- Telephony is used by our residents, staff and colleagues to communicate with the council with circa 4000 calls being received by the council each day.
- In simple terms, our telephony system is the technology that allows us to connect using audio. It requires infrastructure, hardware and platforms from which to operate.
- Traditional analogue telephone systems and handsets that utilise the nation's copper line infrastructure, are gradually being replaced with digital telephone systems. These solutions provide greater flexibility and don't rely on traditional handsets. Examples include the making calls via Microsoft Teams or handsets that connect via the internet.

# Why do customers contact us?



Calling for advice



Calling to complain



Calling to speak with an individual  
or specific team



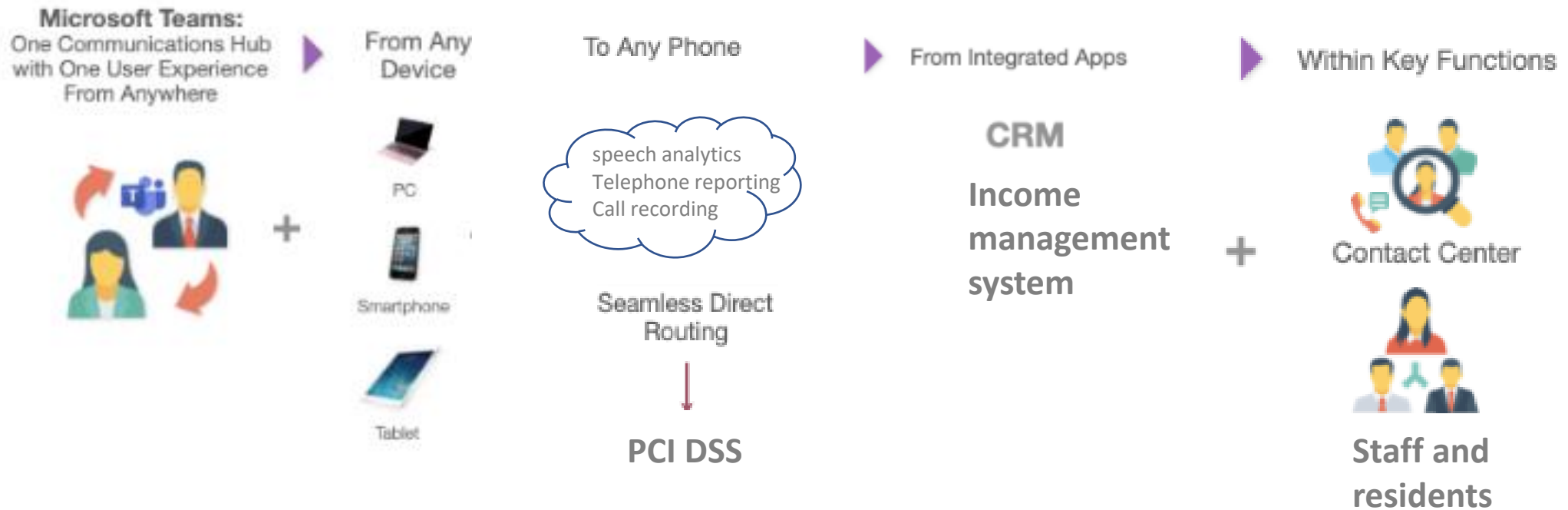
Calling to pay for something



Calling to make a request



# Enterprise Telephony including IT Infrastructure, Architecture and Contact Centre

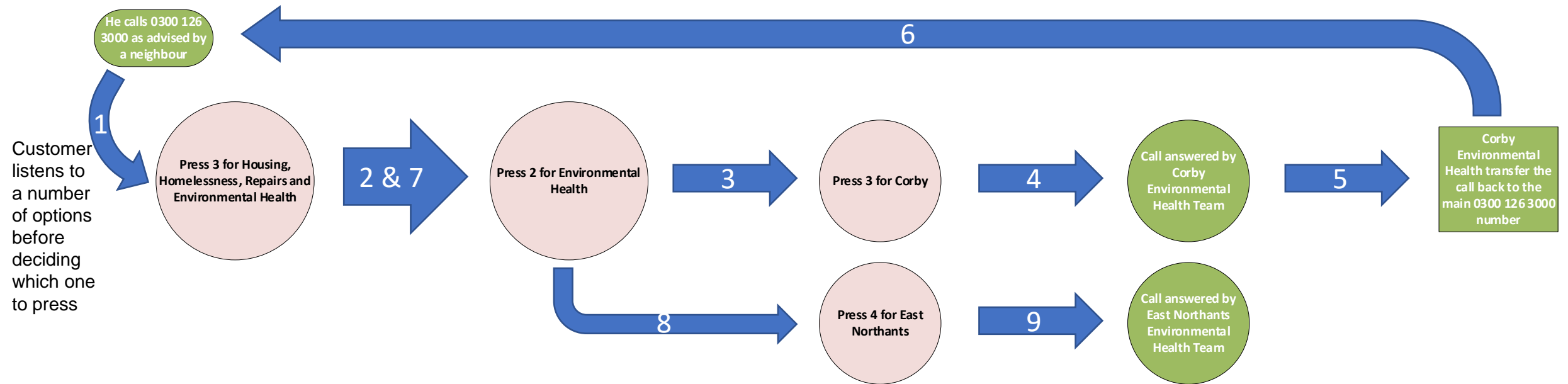


# What are we trying to solve?

- Multiple legacy telephony solutions, not joined up and all imminently going out of contract / support
- Legacy technology – mainly using traditional telephone hardware, meaning hybrid working for staff using telephony is not easy
- Customer Services can at times struggle to connect customers with people in the back office who can help with customer queries
- A lack of reporting on call volumes outside contact centres
- Difficulty in diverting lines when employees are away or busy
- Effective monitoring of staff availability to take calls
- The amount of time it takes for customers to navigate options and reach the correct line
- Unnecessary handovers between customer service agents in different teams
- The current capacity issues and limitations on some sites makes it difficult for customers to get through at busy times

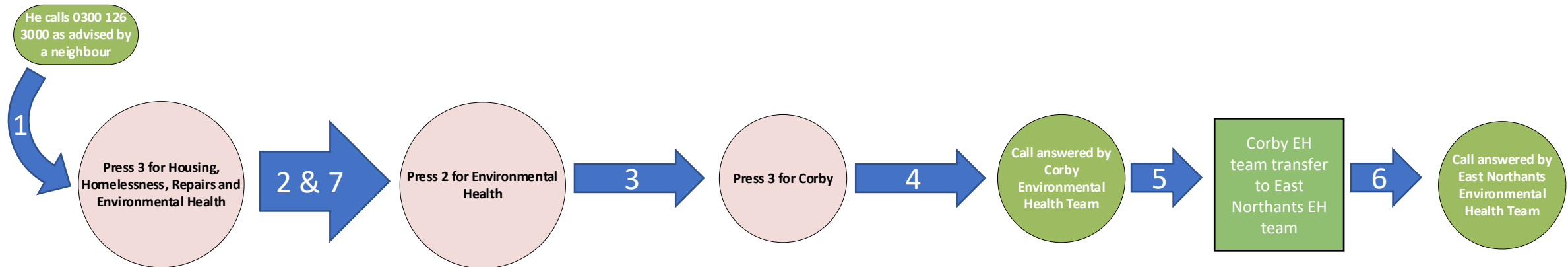
# Customer journeys (as-is)

As an example, here is the journey a customer from Blatherwycke looking to make a noise complaint. In this scenario, the customer moved into North Northants after NNC was formed, and has no association with the former District and Borough areas



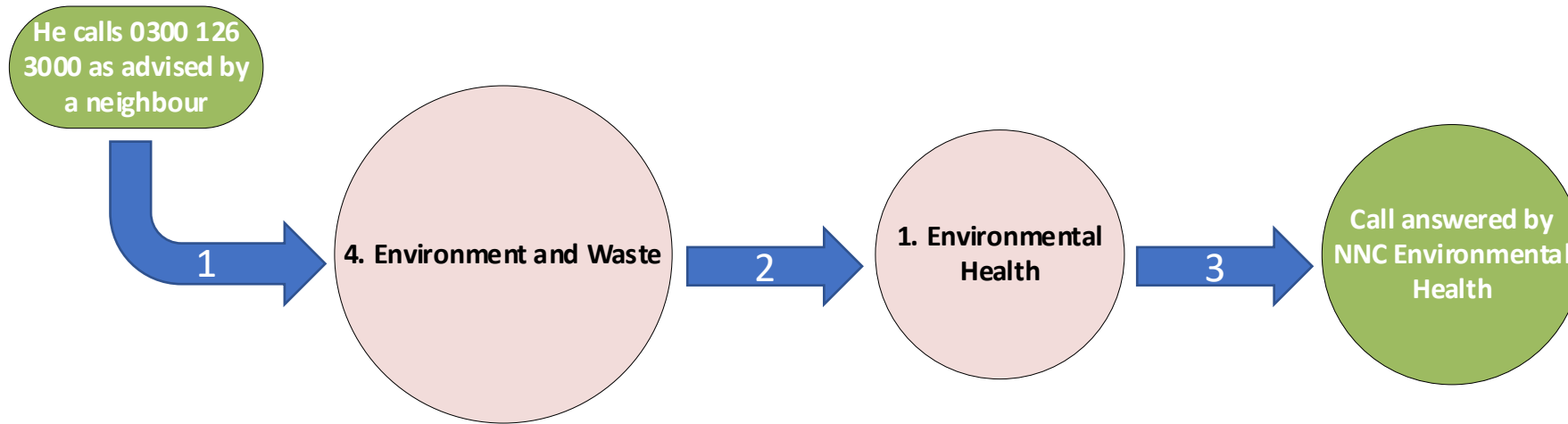
# Customer journeys (to-be after the project)

The first to-be journey after implementation of the new Telephony solution, based on the same scenario, sees no change unless the service has aligned fully or agreed a central point of contact. However, there will be opportunity to re-design the menus and messages that customers navigate.



# Customer journeys (Final to be journey)

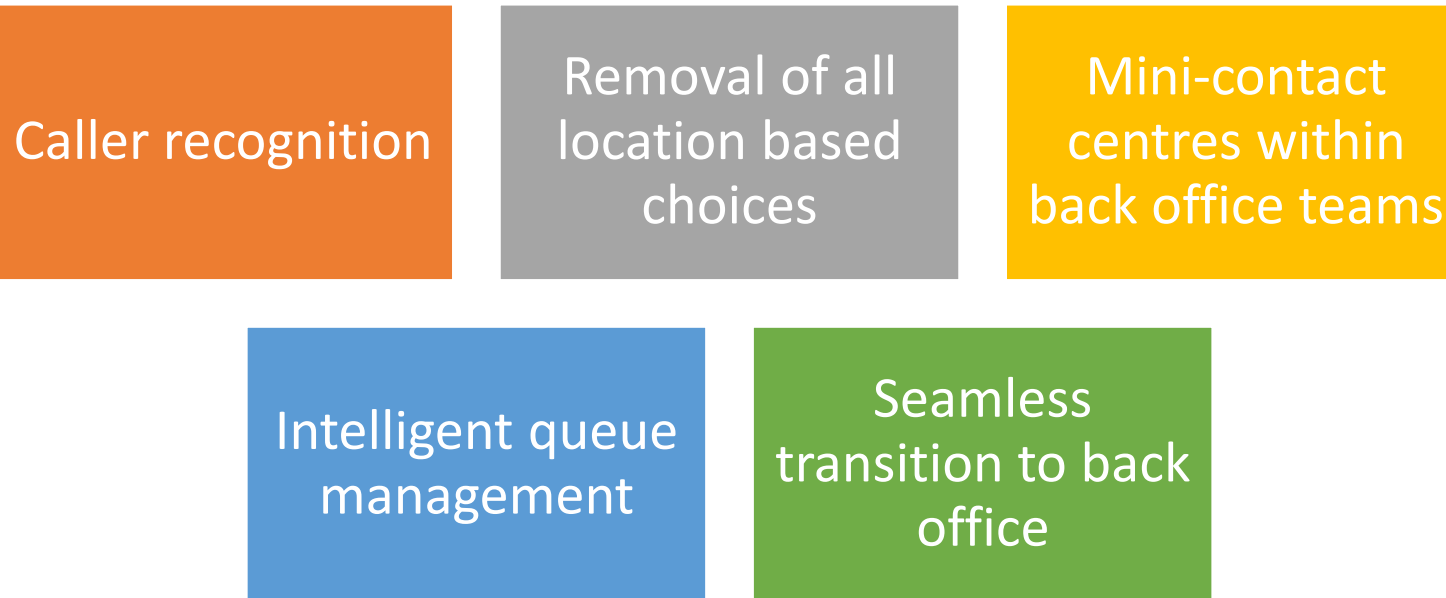
In the Noise Complaint scenario, the final to be journey could look like this:





# Customer journeys (Final to-be journey)

Once the new technology has been embedded, and when services have been aligned and centralised, there will be many options we can use to improve the customer journey, dependent on the functionality of our chosen solution. For example:



# Telephony fit for the future

Staff are now used to using MS Teams for internal calls

Telephony on the go – hybrid working

Different working styles identified through persona work

Cloud solution – reliance

Insightful reporting to drive MI for improvement and transformation



# What will our new telephony system not do?

Improve customer service issues caused by service structures or back-office functions

Guarantee the removal of a geographical choice that customers currently hear when calling the Council

Not a short term fix – long term, complex project

Drive a change in organisational customer service culture

Change organisational structures



# What will our new telephony system fix?

Helping Customer Services achieve planned financial savings - MTFP

Improved customer journey by enabling smarter service design

Standardisation of telephony systems across NNC

Supporting peoples' way of working after the pandemic

Aligns with the green agenda

Gives us the tools to create better user journeys as services are aligned

