

IRRV SCOTTISH BENEFITS CONFERENCE & EXHIBITION

**‘SCOTLAND :
LOOKING TO THE FUTURE’**

2-3 DECEMBER 2009

Crieff Hydro Hotel Crieff



IMPROVING HOUSING BENEFIT EFFICIENCY

Danny Gallacher

**Head of Revenues & Benefits
City of Edinburgh Council**



WHERE DOES ALL THE TIME GO?

- Dealing with customers/ partners (Landlords/ RSLs)
 - > Telephone - 336k pa
 - > Walk-in - 138k pa
 - > E-Mail - 7.5k pa
 - > Post - 600k pa in/ 1.47m pa out



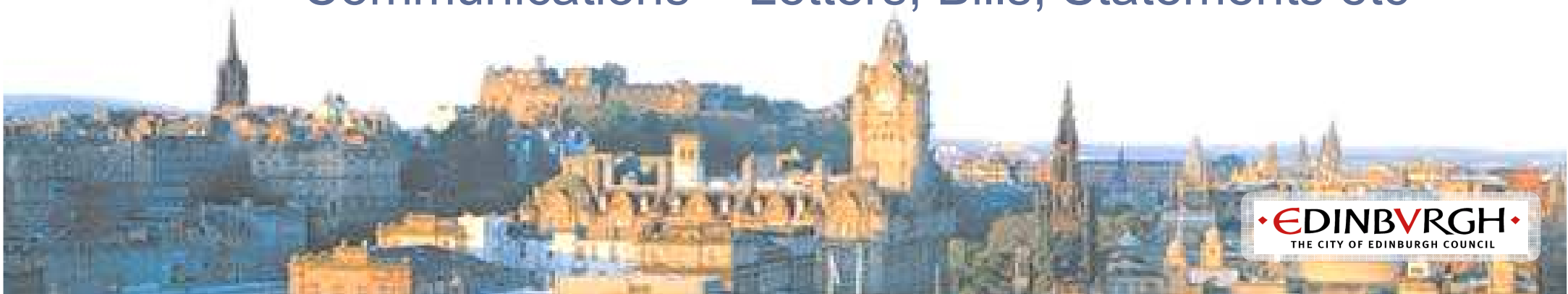
WHAT DO THEY WANT?

- Information;
 - > Where is my money?
 - > Copies of Bills & Letters
 - > Payment schedules and timescales
 - > Reporting a Change of Circumstance
 - > Progress chasing



WHERE DOES ALL THE MONEY GO?

- Dealing with customers and partners;
 - > Answering enquiries
 - > Accessing & updating back office systems
 - > Routing calls
 - > Handling – re-keying, post / scanning & indexing
 - > Communications – Letters, Bills, Statements etc



WHAT WE ARE LAUNCHING

- Online customer account for benefits
 - > Claimants
 - > Landlords, RSL etc
 - > Secure 'self service' portal
 - > Customer Service Access for all staff
 - > Complements existing Council Tax / Business Rates services



WHAT'S IN IT FOR THEM?

- Immediate secure access to information
- Online PDF documents – letters, schedules
- 24 x 7 x 365 availability
- Submit change of circumstance via intelligent online e-forms
- Automate processes – e.g. annual rent increases



WHAT'S IN IT FOR US?

- Significantly reduce paper trail – saves £££'s
- Self service culture for basic enquiries
- Reduces unnecessary contacts
- Frees up staff time
- Improves Customer Satisfaction



CUSTOMER COMMUNICATIONS ...

- Better quality notifications and bills
- Dynamic changes by business users
- No reliance on IT or Outsource partner
- Reduce calls by merging documents e.g. Bills / Benefit Notifications
- Benefit Summary Statements – Easy and Simple



CUSTOMER SERVICE ACCESS

- More intuitive information
- Reduces training overheads
- New staff productive much quicker
- Single view of customer account information
- Supports all channels – walk-in, phone, web
- Access for mobile / home workers – 24 x 7



OTHER INITIATIVES

- Business Process Review
- New Claims and Change of Circumstance Processes
- Lean
- Customer Journey Mapping
- Process Modelling



OTHER INITIATIVES contd.

- E- billing / E- benefit notification
- Email v snail mail
- Call back facility
- Preferred Agent
- Account recognition and retrieval
- Enhanced MIS



TARGET SAVINGS – YEAR 1

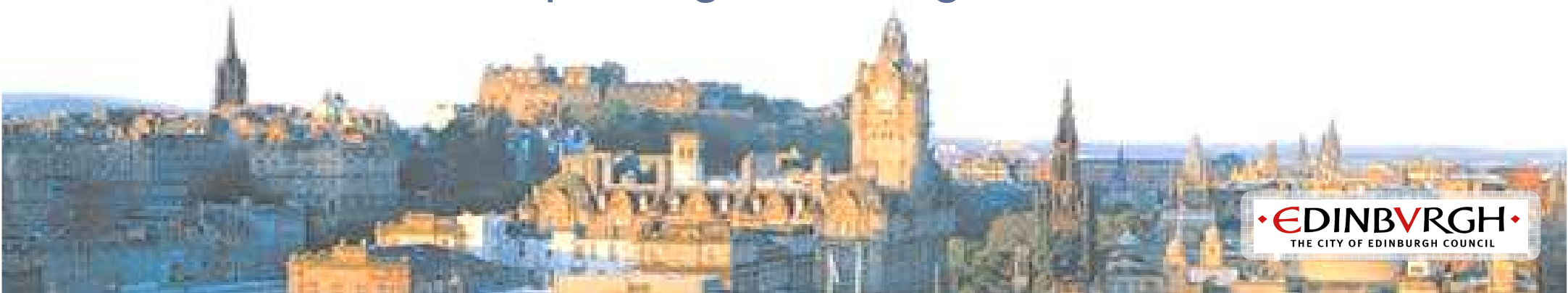
Reduce;

- Call volumes by >10%
- Walk-ins by >10%
- Reduced paper / postage costs = £170k
- Process time saved >10%



OTHER OPPORTUNITIES

- Housing – Online tenant access
- Customer Service Access
- Corporate Customer Account
- Common platform / multiple services
- High volume transactions eg. Accounts Payable
- Environmental, parking, licensing etc



Improving HB Efficiency

- **Introducing on line Citizens Account for benefits**
- **Business Process Review**
- **Improved Documentation**
- **Channel shift to Web / email / e notification**
- **Reduced third party costs**
- **Enhanced Contact Centre features**



Thank you for your time.....

Any questions?

