

Contact Centre review

Case Study | Rochdale Borough Council

“ We really valued Socitm Advisory’s independence and expertise and are really excited about progressing the opportunities and improvements that have been identified as part of this work ”

Rebecca Huddleston
Corporate Strategic Lead -
Transformation and Reform
Rochdale Borough Council

The Challenge

There had been little investment in the Contact Centre for the duration of the service desk contract and as a result, it needed to be modernised to take advantage of more up-to-date technology and working practices. The expectation was that this would provide a more efficient, integrated service along with a better experience for residents, customers, businesses and service users.

The Benefits to the Customer



A clear vision of the way forward and a roadmap to meet the corporate objectives was communicated throughout the service areas, to gain buy-in and align services in a single direction



Independent verification and guidance was provided on how best to modernise and transform the service



A prioritised roadmap and next steps for transformation to a more modern and efficient Customer Service, along with input into an investment plan/business case

The Approach

Socitm Digital Maturity Assessment (SDMA) workshops were held with IT, Directors and Heads of Service from all areas. The output was then prioritised and targeted, providing recommendations for change.

Using the output from the SDMA we worked with the client to formulate a Future Operating Model to modernise Customer Services across the council, as it became apparent that the Contact Centre could not be viewed in isolation.

A Customer Access Strategy was also developed with the client, putting the end customer at the heart of the design and making an improved customer experience the key driver. It also contained the high-level roadmap and next steps for how a modernised Customer Services would support in delivering the corporate and borough-wide objectives.

The Outcome

The Customer Access Strategy detailed an integrated omni-channel and tiered approach to services. It described a tiered model of simpler services that are suited to self-serve being moved online, whilst more complex services are resolved at the Contact Centre (by phone), or by the Front of House Team (in person). Very complex requests are passed to the back office for resolution.

The Digital Services Team was to play a key role in ensuring the website provides clear information and usable services therefore reducing avoidable contact points.

A Technical Framework with integrated systems and a single view of the customer was also recommended to support the transformation to a more modern and efficient Customer Services. The Future Operating model detailed the changes needed to deliver the Customer Access Strategy.