

A grayscale photograph of a person's hands interacting with a tablet. The tablet screen displays a mobile application interface with various cards and text. The person is wearing a light-colored shirt. The background is a blurred office setting.

# Improving housing and local government services

## The opportunity for Digital and Multi-Channel resident engagement

Anban Rajeswaran – Applications for Midsize Enterprises

20<sup>th</sup> March 2015

# Agenda

- Sector snapshot
- The onset of digital
- Cornwall Council overview and demo
- Oracle CX portfolio
- Connect Assist – live agent and demo

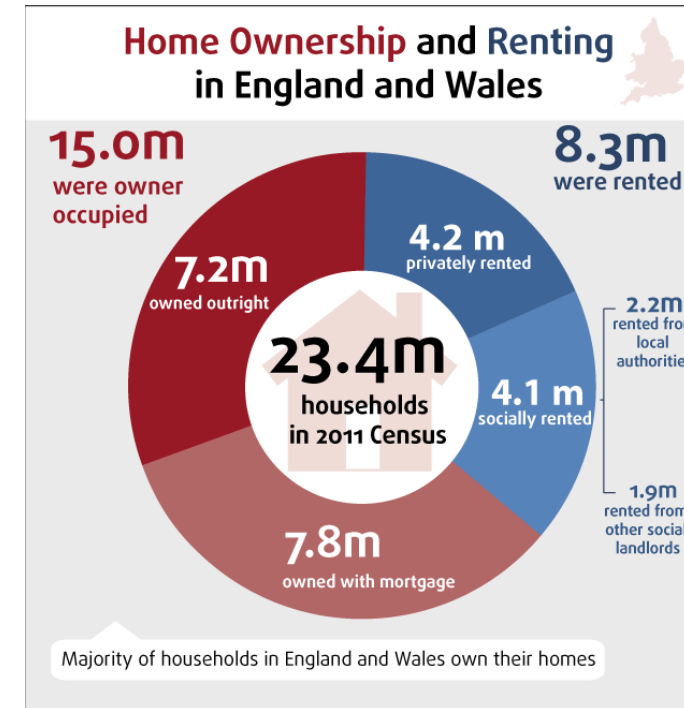
# Sector Snapshot

- VALUE FOR MONEY
- COLLABORATION
- INVESTMENT & GROWTH

Management, Cardiff Metropolitan University

*"In 2013/14, housing associations in Wales spent 91 pence per day for every person in Wales. The sector has made that 91 pence go a long way. The money that has been spent directly by Welsh housing associations has generated another 91p per person per day indirectly, because every penny spent is income for somebody else. Housing associations pay a painter to redecorate a house. The painter buys paint and pays wages. The person receiving the wages buys food. This is the multiplier effect, and this year the housing association sector has had a combined economic impact of £2bn, 81% of which has stayed in Wales.*

*That underpins 8,400 full time equivalent jobs in Wales and a further 12,950 jobs supported in the economy. Looking at Wales as a whole, this equates to almost 1 in 70 people. Therefore 1 in 70 of those employed in Wales have a job that is, in one way or another, supported by the housing association sector. Investment in housing has clear wider benefits, and the challenge for housing associations is to continue to increase that 91p per person per day to build even more homes and create even more jobs across Wales. They seem to be doing a pretty good job." - Christopher Parry, Senior Lecturer, Banking & Finance, Cardiff School of*



*"Collaboration and innovation are vital given challenging budget pressures and potential changes in the social, economic and political landscape within Wales.*

*A need to enhance output even further and do 'more with less' are increasingly becoming the norm for housing associations." – The 2014 Financial Statements of Welsh Housing Associations, Lesley Griffiths AM, Minister for Communities and Tackling Poverty, and John Keegan, Chair of Community Housing Cymru*



# IN 60 SECONDS...

1 **NEW** DEFINITION IS ADDED ON **URBAN**

1,600+ **READS ON Scribd.**

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ MINUTES **VOICE CALLS** ON **skype**

98,000+ **TWEETS**

20,000+ **NEW** POSTS ON **tumblr.**

THE **LARGEST** SOCIAL READING PUBLISHING COMPANY

320+ **NEW** **twitter** ACCOUNTS

100+ **NEW** **LinkedIn** ACCOUNTS

13,000+ **iPhone** APPLICATIONS DOWNLOADED

1 **associated content** **NEW** ARTICLE IS PUBLISHED

THE **WORLD'S LARGEST** COMMUNITY CREATED CONTENT!

**QUESTIONS** ASKED ON THE **INTERNET...**

100+ **Answers.com**  
40+ **YAHOO! ANSWERS**

6,600+ **NEW** PICTURES ARE UPLOADED ON **flickr**

25+ HOURS **TOTAL** DURATION

600+ **NEW** **VIDEOS**

50+ **WORDPRESS** DOWNLOADS

70+ **DOMAINS** REGISTERED

60+ **NEW** **BLOGS**

695,000+ **facebook** STATUS UPDATES

168 MILLION **EMAILS** ARE SENT

694,445 **SEARCH** QUERIES

1,700+ **Firefox** DOWNLOADS

125+ **PLUGIN** DOWNLOADS

1,500+ **BLOG** POSTS

79,364 **WALL** POSTS

510,040 **COMMENTS**

Google

Google Search





CALENDAR  
**75 YEARS**



CALENDAR  
**38 YEARS**



CALENDAR  
**13 YEARS**



CALENDAR  
**4 YEARS**



CALENDAR  
**3.5 YEARS**



CALENDAR  
**3 YEARS**



CALENDAR  
**2.5 YEARS**



CALENDAR  
**50 DAYS**



CALENDAR  
**35 DAYS**

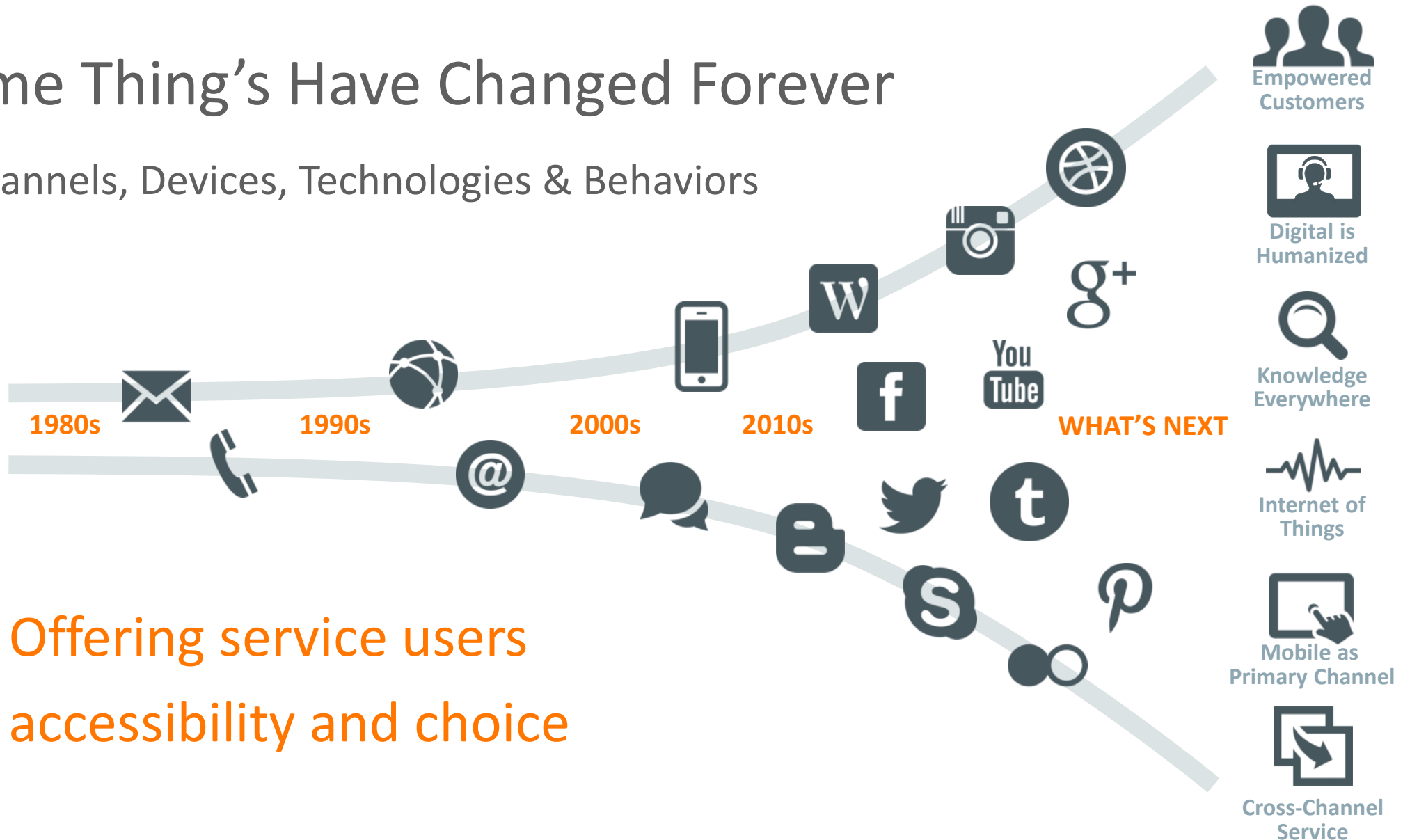
# Reaching 50 Million users

*It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?*

by G. Kofi Annan / @gkofiannan / gkofiannan.com

# Some Things Have Changed Forever

Channels, Devices, Technologies & Behaviors



Offering service users  
accessibility and choice

# City of Edinburgh Council



## Challenges

- Reduce the unit cost of transactions
- Increase the range of delivery channels
- Improve customer satisfaction for transactions processed
- Increase the range of Council services available online
- Increase Council Tax collection rates by over £1.0m per annum

## Outcome

- Improved customer experience
- Complete channel shift
- Unified single customer record
- Integrated back office services
- Customer portal
- 300 Online service requests

**200 front office users - 8000 back office users - 300 service request types**

# Cornwall's Experience with Web Chat



- 60 contact centre agents, 5 with chat access
- Reduced phone traffic and face to face contact
- Accelerate self-serve & digital inclusion
- Better service – 10 sec response, 1000 sessions per month – 70% resolved first point
- Wide range of queries and agent transfer
- “Trained to keep customers on website to resolve queries” – self serve, FAQ’s
- Chat has now grown to include council tax advice and is part of wider digital strategy
- Reduced operational costs

“95% of queries from our current web chat service will have resulted in an email or phone call instead. I would encourage trying it and seeing how it will benefit your authority. The pilot is an excellent way to start the journey.” - Karen C, Head of Customer Services - Cornwall Council





Go

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[Email us](#)

[One Stop Shops](#)

[County Hall, Truro](#)

## Contacting the Council

Last updated: 25/03/2014

[Live chat: Agents are available with no wait time.](#)

Using our e-forms will get your request to the required service as soon as you click the submit button. e-forms can be completed and sent at anytime night or day.

[Use one of our e-forms to contact us online](#)

[My Local Area](#)

[A-Z of services](#)

<a href="#">A</a>	<a href="#">B</a>	<a href="#">C</a>	<a href="#">D</a>	<a href="#">E</a>	<a href="#">F</a>	<a href="#">G</a>
<a href="#">H</a>	<a href="#">I</a>	<a href="#">J</a>	<a href="#">K</a>	<a href="#">L</a>	<a href="#">M</a>	<a href="#">N</a>
<a href="#">O</a>	<a href="#">P</a>	<a href="#">Q</a>	<a href="#">R</a>	<a href="#">S</a>	<a href="#">T</a>	<a href="#">U</a>
<a href="#">V</a>	<a href="#">W</a>	<a href="#">X</a>	<a href="#">Y</a>	<a href="#">Z</a>		

# Cornwall Council Frequently Asked Questions

Chat

Status: Searching

Searching for an available agent

You are currently number 1 in the queue.

Leave

You can search for an answer while you wait

How do I pay my council tax?

ORACLE

Live Assistance - Windows Internet Explorer

Log In | Sign Up

Frequently Asked Questions

http://cornwall-council.custhelp.com/app/chat/chat\_landing/req

Chat

Status: Connected

End chat session

Sally (Listening)

Sally: Hi, my name is Sally. How may I help you?

A Resident: How do I pay my council tax online?

Sally: Let me send you the link to the webpage where you can find the details. Bear with me.

Sally: This is the link to the page:  
<http://www.cornwall.gov.uk/pay-it/>

A Resident: Brilliant. Thats a great help.

Sally: Good. Is there anything else I can help you with today?

Type your message here, then click Send or press <Enter>

Send

ORACLE

100%

Chat with a member

First Name \*

A

Last Name \*

Resident

Email Address \*

a@resident.co.uk

Submit

Chat support is available

Chat hours are listed below

Monday - Friday: 09.00 - 17.00  
Saturday - Sunday: Closed

It is currently Friday, September 12, 2014 10:00 AM

Agents are unable to take calls during these times

Agents have the right to refuse service to anyone who is abusive

Chat sessions are retained for 30 days

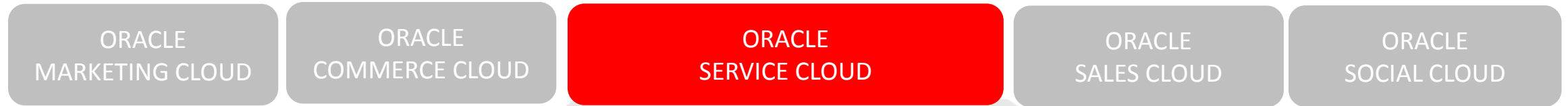
WebChat Data Protection

A woman with long brown hair and glasses is sitting at a wooden table in a cafe. She is wearing a brown leather jacket over a blue patterned scarf. She is holding a black smartphone to her ear with her left hand and looking down at a newspaper or magazine on the table with her right hand. The background is a blurred cafe interior with other tables and chairs.

# Cornwall Demo

<http://w.on24.com/r.htm?e=943565&s=1&k=A8B6D2DB937394A452D71B6640C5203B>

# The Oracle CX Portfolio



**Web Customer Service**



**Cross Channel Contact Center**



**Knowledge Management**



**Policy Automation**



**Field Service Management**



**Service Cloud Platform**





# Connected, Engaging & Personal

## Web Customer Service



### Self-Service

Pixel Perfect Support  
Sites and Widgets



### Mobile Self-Service

Global Device Support



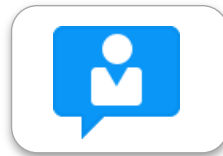
### Social Self-Service

Leverage the Power of  
Customer Knowledge



### Integrated Knowledge

Single Knowledgebase Across  
All Channels



### Live Chat

Industry Leading Chat  
& Proactive Chat



### Co-Browse

In Depth Agent  
Assistance



### Smart Engagement

Guides & Troubleshooters



### Email Support

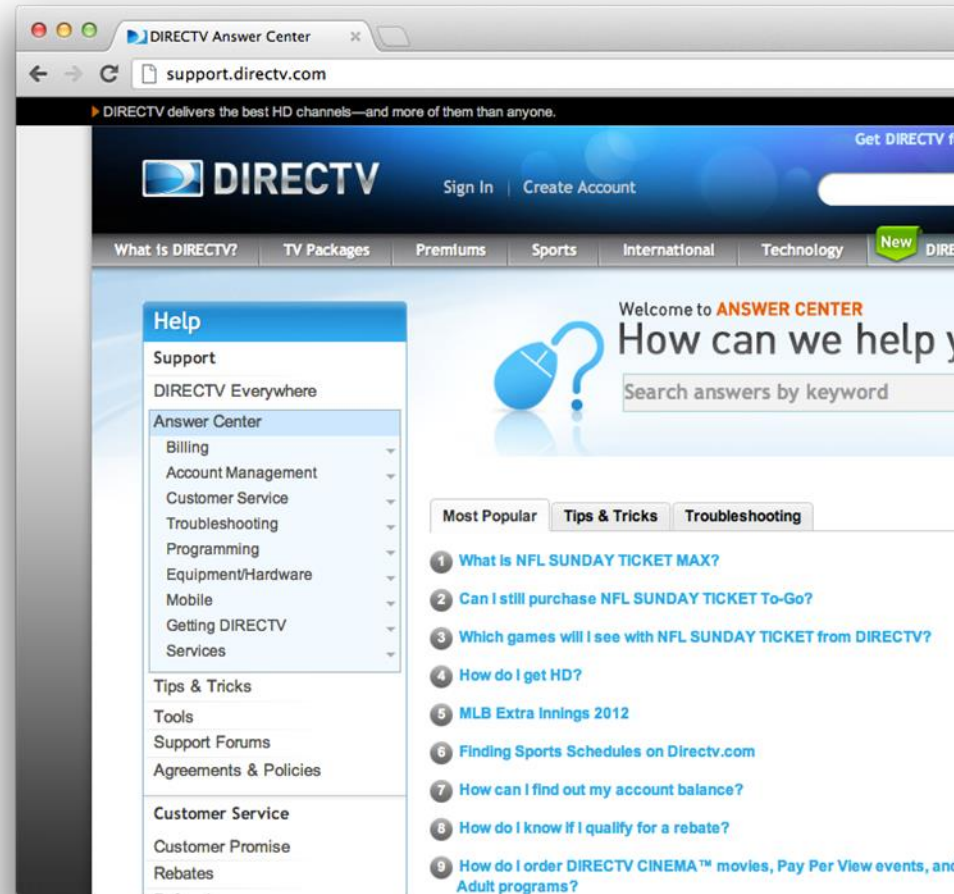
Complete Email  
Response Management



# Industry Leading Self-Service

## Web Customer Service

- ➔ **Web & Mobile Self-Service**
- ➔ Social Self-Service
- ➔ Live Chat & Co-Browse
- ➔ Email Support
- ➔ Smart Engagement



## Flexible Self-Service

- From support sites to widgets, deliver knowledge where it's needed most

## Pixel Perfect Branding

- Match the look and feel of your brand with ease

## Mobile Customer Service

- Deliver self-service on mobile devices around the globe

## Integrated Assisted Service

- Provide access to live help when your customers need it



# Example Customer Sites

## Web Customer Service

- ➔ **Web & Mobile Self-Service**
- ➔ Social Self-Service
- ➔ Live Chat & Co-Browse
- ➔ Email Support
- ➔ Smart Engagement



{ 9M sessions/mo }



{ 8M sessions/mo }



{ 9.5M sessions/mo }



{ 2M sessions/mo }



{ 4.5M sessions/mo }



motorola

{ 5M sessions/mo }



{ 5M sessions/mo }



DIRECTV

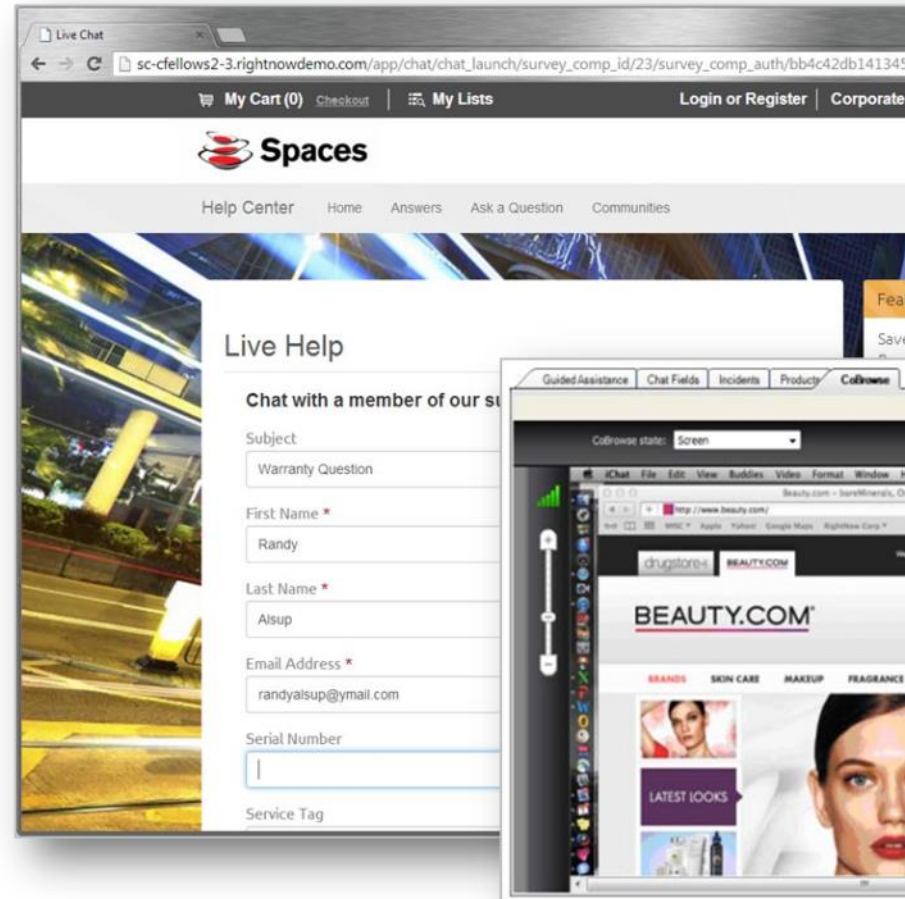
{ 4M sessions/mo }



# Live Agent Assistance

## Web Customer Service

- ➔ Web & Mobile Self-Service
- ➔ Social Self-Service
- ➔ **Live Chat & Co-Browse**
- ➔ Email Support
- ➔ Smart Engagement



## Live Chat

- Augment self-service with live agent assistance
- Deliver via web & mobile
- Commerce ready (PCI Compliant)

## Proactive Engagement

- Leverage real time behavior & customer history to determine when to invite customers to chat

## Co-Browse

- Enable agents to co-browse with customers when needed

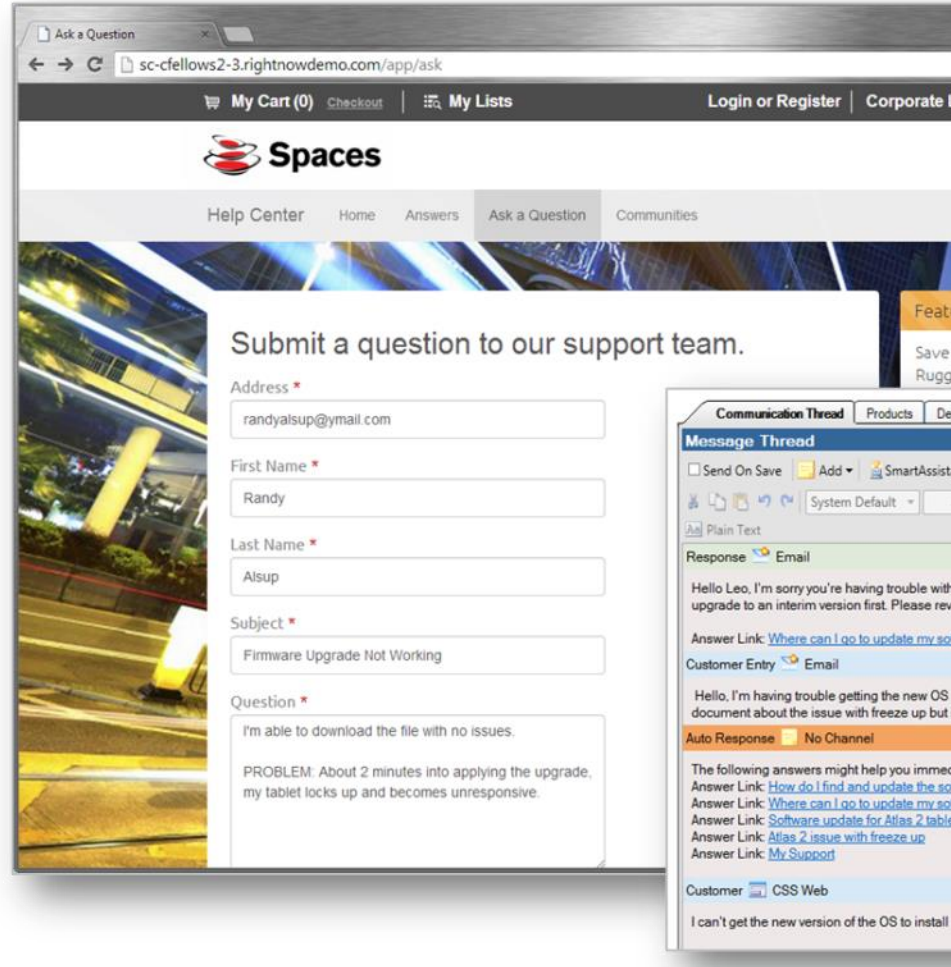




# Efficient & Effective Email Management

## Web Customer Service

- ➔ Web & Mobile Self-Service
- ➔ Social Self-Service
- ➔ Live Chat & Co-Browse
- ➔ **Email Support**
- ➔ Smart Engagement



## Email Management

- Route and manage inbound emails
- Define rich HTML responses, add personalized content and track clicks

## Ask a Question

- Enable customers to submit questions directly from your support site

## Agent Efficiency

- Automate escalations & workflow
- Leverage Standard Text for fast and consistent responses
- Use SmartAssistant to recommend the best answer



# Intelligent Assistance

## Web Customer Service

- ➔ Web & Mobile Self-Service
- ➔ Social Self-Service
- ➔ Live Chat & Co-Browse
- ➔ Email Support
- ➔ **Smart Engagement**

The screenshot shows a web browser displaying a troubleshooting page for 'Spaces'. The page title is 'Troubleshoot power or battery issues Envoy series laptop'. It includes a 'Guided Assistance Explorer' overlay with a flowchart for 'Troubleshoot Reception'. The flowchart starts with the question 'Is your phone currently charging?' and branches based on 'Yes' or 'No' answers, leading to further questions like 'How many bars' and 'Ok, let's try...'. The page also features a battery status indicator with three battery icons and a 'Yes/No' selection.

## Guided Assistance

- Provide step-by-step troubleshooting
- Create guides quickly and easily

## SmartAssistant

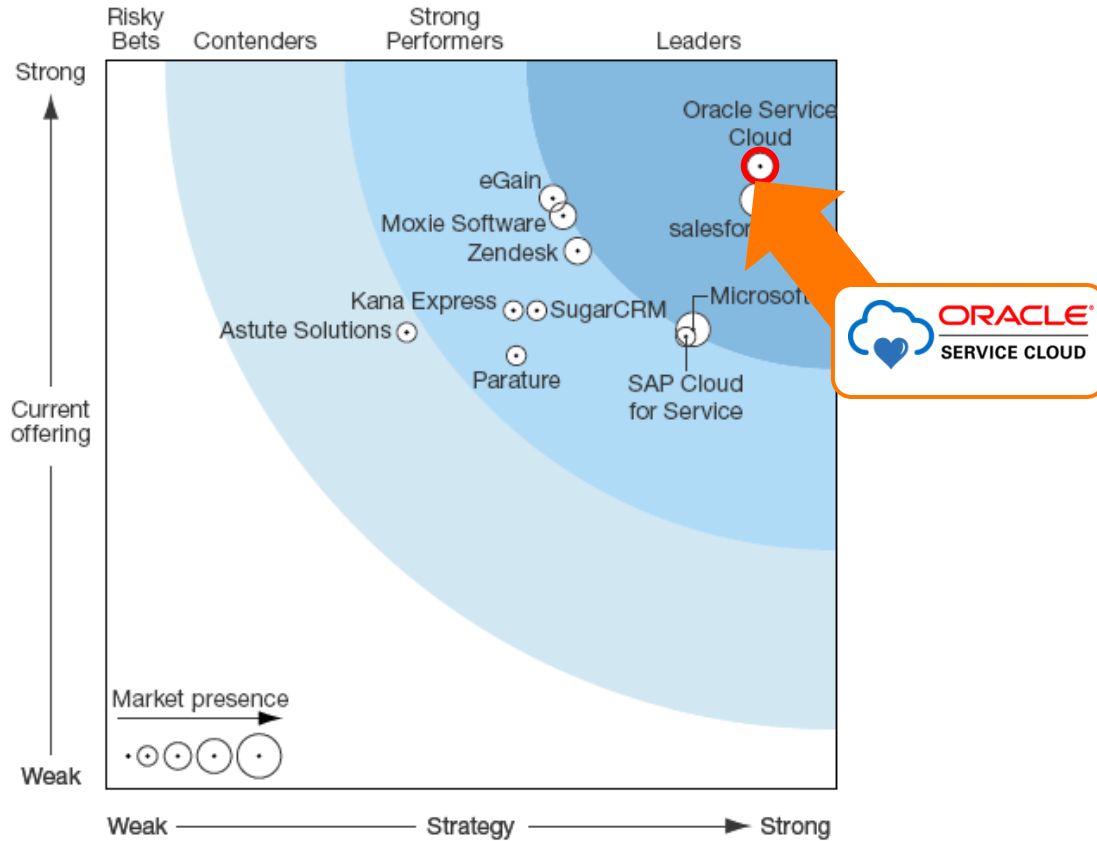
- Recommend the best answer based on a customer question
- Reduce inbound escalations by up to 30%

## Intelligent Routing

- Leverage real time behavior and agent skills to match the right agent with the right customer

# 2014 Analyst Views & Recognitions

## Customer Service Solutions



**Gartner**

**Leader**

Web Customer Service &  
Contact Center Magic  
Quadrants

**FORRESTER**

**Leader**

CRM Suite for Customer  
Service Solutions  
Forrester Wave



**Winner**

Best Solution Provider



**Winner**

Best Call Center Suite



**Leader**

since 2005

# Oracle Service Cloud Customers

**Communications**

**Financial Svcs**

**Consumer Goods**

**Public Sector**

**High Tech**

**Media/Entertainmt**

**Higher Education**

**Travel & Transport**

**Retail**

**Healthcare**







# Customer Success Stories



A woman with long brown hair and glasses is sitting at a wooden table in a bright, modern office or cafe. She is wearing a brown leather jacket over a blue patterned scarf. She is holding a black smartphone to her ear with her left hand and looking down at a large open book or document on the table with her right hand. The background is slightly blurred, showing other people and large windows.

# AOB and Questions

## What Next? – Web Chat Proof of Concept

- Web Chat, Live Environment - Set up for you with in 4 weeks for 3 month's
- Delivered by Oracle Gold Partner – Connect Assist

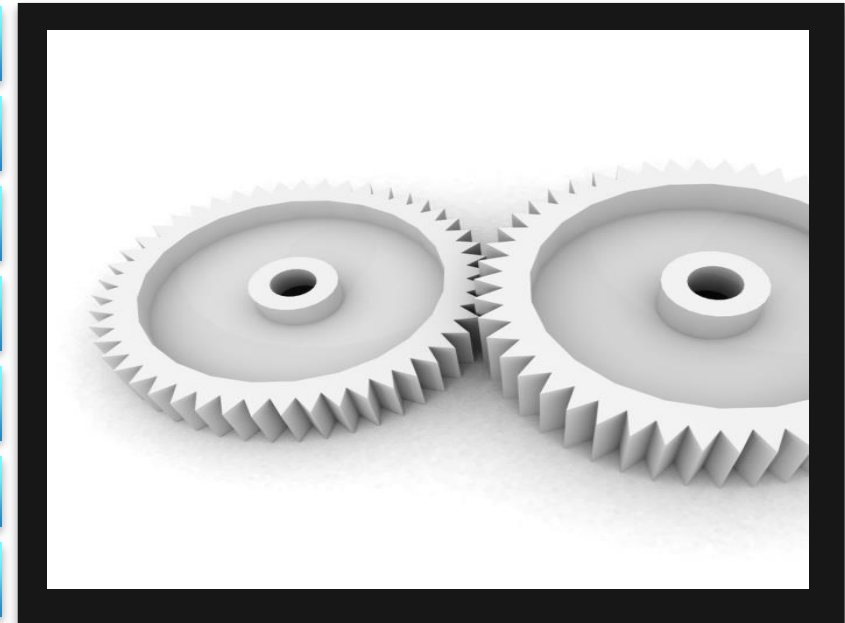
**£2,000 + VAT**

**(Subject to terms, conditions, approvals and availability)**

# Web Chat Proof of Concept Rapid Deployment Package

*For your investment of £2,000 you get an implementation package that will provide all you need to realize the benefits of a chat channel*

- ✓ 1 A Live Chat configuration in a production environment
- ✓ 2 A version of the same configuration in a test environment
- ✓ 3 Standard Text to allow you to use consistent greetings
- ✓ 4 An agent workspace configured to your requirements
- ✓ 5 Reports to allow you to monitor the service
- ✓ 6 A chat launch page with simple styling
- ✓ 7 A conditional chat link that you can place where you wish



**(Subject to terms, conditions, approvals and availability)**