



29%

of customer requests
handled online

Increased

pageviews

More

engaging website

Expanded

number of online services

OVERVIEW

Stevenage is a borough in Hertfordshire, England about 30 miles north of London, with a population of about 86,000 people. In 2020, the Stevenage Borough Council set out to make substantial changes to their online customer interface using Granicus' digital forms and services technology. As a result, Stevenage Borough Council is the recipient of the 2022 Granicus Digital Public Sector award for Operational Efficiency.

SITUATION | IMPROVING CUSTOMER SERVICE

The council has historically had extremely high volumes of telephone and in-person inquiries – receiving over 190,000 calls and 18,000 visits in 2019. This was the result of the council's online service offerings being quite "shallow," and not capable of allowing visitors to fulfil their business needs online. The council's prior system allowed customers to apply or report things online, but only through simple e-forms that didn't allow them to track request progress. People were also put off by the system because it required them to provide information like their name and address every time.

SOLUTION | ONLINE SOLUTIONS HELP MANAGE RESOURCES

Stevenage sought a technology solution that would meet digital accessibility requirements and make it easier for customers to find information on their website. The council's new website created a wide range of new online services that integrates with back-office systems and provides meaningful updates and interactivity to customers. Additionally, the new digital solution directed customers to online methods for payments and introduced an appointment-only model through the platform's calendar booking function.

RESULTS | GREATER CUSTOMER ENGAGEMENT

As a result of its transformational work, Stevenage Borough Council has seen significant changes in their customer behaviour. In July 2020, just 10.2% of customer requests were completed online; by July 2022 29.2% of residents were able to self-serve. In addition, the council saw an increase in both website pageviews and usage of automated telephone payments. Together, this enabled the council to reduce their customer services resourcing by 29% in just two years.

MUST HAVE SOLUTION

govService

“ We had many compliments from customers who were glad they didn't have to wait to be seen anymore. We also found it was easier for us to allocate more time to see customers that really needed extra help and support.”

Greg Arends, Customer Experience and Digital Manager, Stevenage Borough Council