

Dorset Councils Partnership Case Study



Dorset Councils Partnership

Dorset Council Partnership reduces claim processing time with SMS

Overview

The ground-breaking Dorset Council Partnership combines services for West Dorset, North Dorset and Weymouth & Portland Borough Councils. The Partnership aims to transform services for their communities and reduce running costs by utilising a combined workforce.

Challenge

The benefits team within the Council were looking to streamline their contact centre services, with the need to regularly send out appointment reminders, claim updates and follow-up information. The team also wanted to offer customers easy access to online services and their portal, making the most of the dorsetforyou pages.

The solution

By implementing SMS into their communications, the Council saw a significant reduction in benefit processing time and could readily provide links within SMS to online services.

They benefitted from a quicker response rate for information or contact requests. Officers saved time usually spent chasing customers by email or multiple voicemails, which could be better spent helping those who need more support. SMS helped to reach more vulnerable residents that had often not picked up calls. Feedback showed a preference to being contacted by text.

The results

Overall using SMS has helped to modernise services for the Council Partnership, contributed to a reduction in processing time and improving service levels for customers.

- An 18.5% reduction in benefit claim processing time for WDDC, an average of 4.61 days for each claim.
- An 19.95% reduction in claim processed for WPDC, an average of 4.71 days for each claim



“ Many of our customers are required to provide additional information to support their claims but often we had difficulty contacting them in order to resolve matters quickly. Since utilising Textlocal we have found that customers are responding more quickly to requests and many customers have stated that they prefer to be contacted by text. Textlocal is simple to use and the team have welcomed this new initiative and we have seen improvements to processing times as result. ”

Tina Frampton, Benefits Manager



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