

Improve Performance, & Reduce Costs



MDS is a portfolio of solutions designed to help transform service delivery in local government. It helps reduce costs dramatically, enrich customer experience, grow digital and mobile services, improve processes and join up disparate business systems

MDS Customer Relationship Management (CRM)

In a digital and supported world MDS CRM is a comprehensive solution that readily and effectively meets all of your customer service needs for managing customer demand across all channels through to service fulfilment in local government. It provides the power to design, deliver and scale as your requirements change, in a highly secure, robust and flexible environment. Designed and developed to meet the most demanding requirements of supporting self and assisted service, our facility is underpinned by advanced technologies to help you create effective forward strategies for achieving better for less. Key features include:

- Fully functional CRM application developed directly from local government
- Underlying business rules engine can be readily configured to meet local need
- On-demand access to computing resources, storage and network capacity
- Seamless scalability
- Pay only for what you use
- Predictable pricing for control and transparency
- Utilisation monitoring and management reporting
- Flexibility – configurable by the customer
- Highest levels of security
- Mobility – work is moved in real time to the right person
- Accessibility – data presented to the right place in the preferred form
- Geographical Information – all enquires or inspections are map based
- Electronic – all processes can be completely electronic
- Integration – readily integrates with other frontline and back office systems.

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. Key benefits include:

- Highly efficient and effective system enables substantial savings in time and operating costs
- End-to-end operations for customer fulfilment
- Provides real time accurate data that assists management and teams to make better decisions
- Significant savings in time taken to process transactions and cases
- Abundant management information
- A system capable of growing and changing easily to meet future needs.

Our key driver is more for less. Customers are expecting continuous improvement in customer facing services. But internal resources are being severely pressurised. So the challenge is to meet, and indeed influence, customer expectations through delivering highly effective and efficient services.

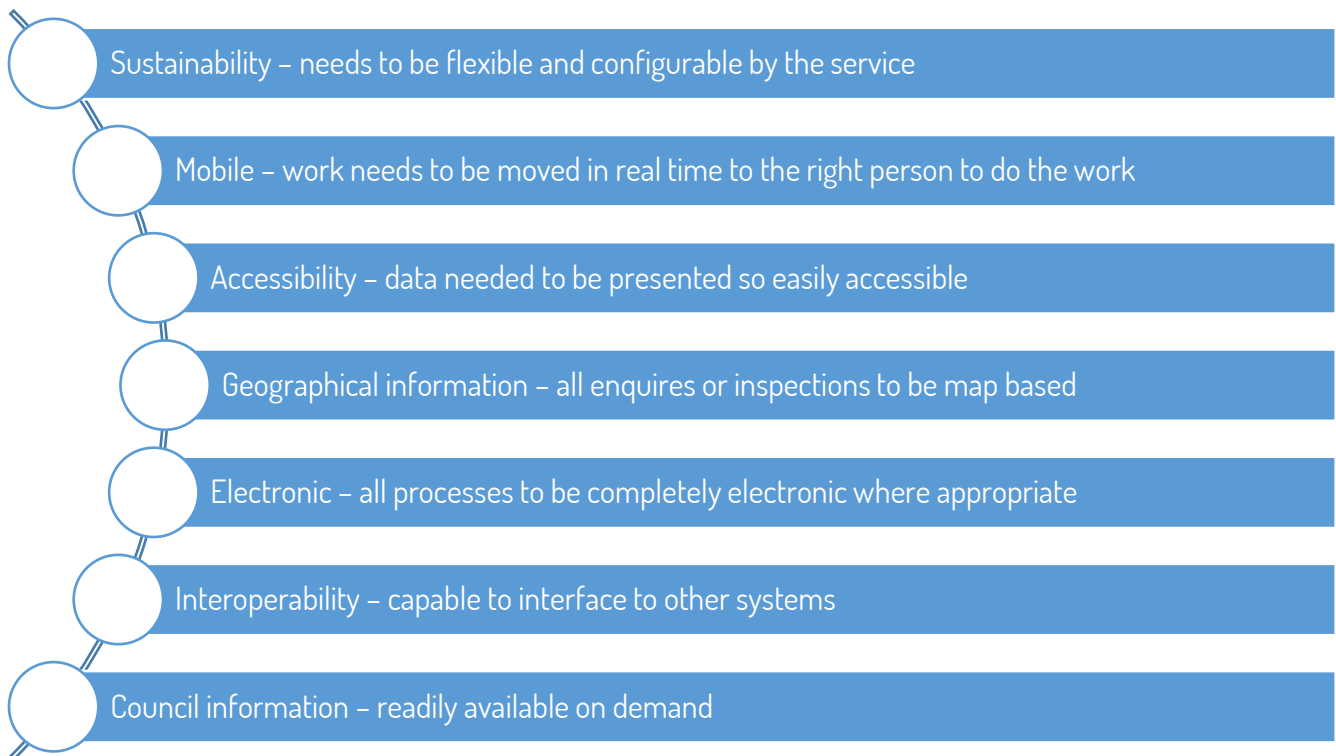
Much will depend upon underlying systems to succeed. However many councils are finding that their current CRM system is not helping. Systems are often high-cost and simply consume resources rather than truly enable services. Moreover, many feel that their systems are disparate. It's no good collecting lots of information about the customer if this can't be simply applied to fulfil the customer need. What is needed is end to end fulfilment with all elements impacting on the customer experience fully joined up.

Customers are also demanding the same kind of access to council services as they feel they get from retail and financial services and the like. So councils are under pressure to provide what we call omni-channel – access, anywhere, anytime, anyplace. This tends to be referred to in different ways -self-service, digital by default, digital (including mobile) services, channel shift etc - but all these terms mean roughly the same.

To achieve a design for our solution that worked from the customer's point of view and the needs of the service, Customer Service Agents worked alongside developers to shape a solution that not only helped do the job but improved the way work was flowed through a Council. Shared understanding of the problem, simplicity, sustainability and relevant accurate data were core principles used in the design. Analysing the customer demand and determining the volumes and types led to the digital solution being designed to its optimum.

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Our key design aims have been:



Underpinning our solution is our ESB Agile software which has an in-built highly sophisticated workflow and business rules engine. This enables any preferred localisation and any subsequent required change is simply accommodated – by local resources if preferred.