

PROJECT PROFILE

theorganisationorganisation

Client	The City of Edinburgh Council
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Product	Gandlake's Citizen's Account
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Project Profile

Citizens are attracted to more cost effective channels by convenience and enhanced facilities.

The City of Edinburgh Council's Smart City vision is for the Council to be recognised as the UK leader in delivering modern, joined-up and interactive public service using a wide range of new technology. As part of the drive to achieving their goals The City of Edinburgh Council chose Gandlake's Citizen's Account as their e-Presentation solution for Revenues and Benefits.

Benefits at a glance

- Edinburgh's 205 Revenues and Benefits staff will have access to Web based CTax and NNDR account statement information including 22 different demand types.
- Citizens and businesses will have the choice of how they access their information. Edinburgh believes this will shift between 10% and 15% of balance related enquiries online.
- Revenues and Benefits web access to demands will provide a more efficient service and an even higher quality of phone contact.
- 24/7 online access to CTax and NNDR provides a new self service access channel for payment and balance enquiries and will increase the available office hours from 1925 to 8764 per year!! This means up to 74% increased availability of direct access (self service) for citizens and businesses. All this with no additional staffing or infrastructure costs.
- Gandlake's Citizen's Account can be expanded to additional services regardless of the back office vendor. Later in the year Edinburgh will increase the service by including Housing Benefits, reaching a broader cross section of the community.
- Gandlake's Citizen's Account enables self service channel shift for any back office application providing an account relationship with the customer.
- Fully hosted service will provide rapid deployment and lower costs.

"It is anticipated that this will deliver significant business benefits and economies of scale."

Mike Peterson Head of Revenues and Benefits,
The City of Edinburgh Council



The Background...

The City of Edinburgh Council provides a range of public services to over 444,000 citizens. Their business excellence is recognised worldwide.

The Council has an annual net expenditure of around £3/4 billion. Central Government provides 51% of this budget, Council Tax 27% and 22% from Non-Domestic Rates.

There are 227,000 taxable households in Edinburgh with 454,000 demands printed annually. On top of this there are 19,000 taxable businesses with 28,000 demands printed annually.

Edinburgh citizens have been able to pay for Council services online but not view their account information such as balances. This resulted in high volumes of call centre traffic. In fact 205 Revenues and Benefits staff with 180 in the Back Office and 25 in the Front Office currently service over 240,000 Revenue and Benefit balance related queries a year.

The City of Edinburgh's target is to move between 10% and 15% of the call volume from the Back Office to the Front Office and move between 10% and 15% of the balance related enquiries to online self service.

Gandlake's Citizen's Account Solution

Implemented to provide a seamless experience through a consistent brand, look and feel of the online service, Gandlake's Citizen's Account provides Edinburgh's citizens with the added choice of managing their own account information online, pay bills, and even receive notifications by email or SMS.

Gandlake's Citizen's Account differs from silo-based solutions because it provides a platform that could be used for all of Edinburgh's major transaction areas.

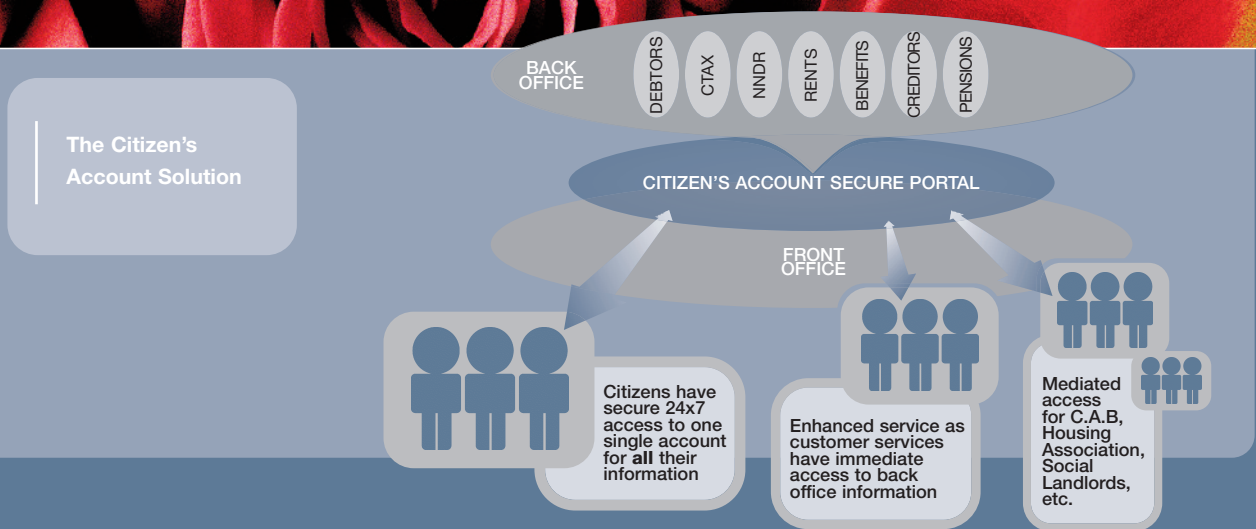
And it will synchronize perfectly with IBS, Northgate, Academy, Anite, Civica and others,

Service Highlights

With online statements and e-Billing, Edinburgh citizens will be able to:

- Access daily updated accounts 24 hours a day 7 days a week.
- View a consolidated statement and "drill-down" into the finer details of their account history.
- Print their own bills.
- Access Banding Information and Payment Schedules.
- Be notified by email or SMS when their bill is due and follow a link to a secure website to view their documents.
- Pay bills online.

On top of this Citizens only require one username and password to access all online council services ensuring the process is simple and quick. Citizens can use their password to access anything from Council Tax services, to paying children's school meals, parking fines and residential care fees.



“This will reduce the amount of calls and pressure on back office staff, and help to instill a culture of ‘self service’ throughout the authority and beyond.”

Mike Peterson Head of Revenues and Benefits,
The City of Edinburgh Council

“Gandlake’s Citizen’s Account is already at use at nearly 20 Local Authorities throughout the UK and we were very impressed with the successful roll-out at these sites. This gave us the confidence to deploy a tried and tested solution rather than one still in its infancy.”

Mike Peterson Head of Revenues and Benefits,
The City of Edinburgh Council

Ongoing Benefits

Reduced Costs –

- Citizens who currently use the telephone to contact the council can now check smaller queries online, for example account balance, statements, personal payment history, instalment plans and checking payments received.
- Information that would traditionally be sent via post can now also be viewed online and bills received via email. This not only improves response time to citizens, it also helps to reduce the amount of paper in use by the authority.

Enhanced Service –

- A higher % of queries can now be resolved at first point of call meaning Edinburgh can dedicate more quality time to telephone enquiries it receives – generally from more disadvantaged people that do not have access to a PC.

Hosted Service –

- Gandlake’s Citizen’s Account is a fully hosted, secure account service. This means no exposure to upfront capital expenditure, low maintenance costs, and no impact on your IT infrastructure. By using staged information, Gandlake’s Citizen’s Account protects the security of your back office while providing citizens with full access to information - even at times when your back office is unavailable.

The Future

In the future Edinburgh’s Revenues and Benefits staff can also query citizens’ Council Tax account information and view copies of statements and demands, just as they would be viewed by the individual citizens. This further improves the efficiency and quality of telephone calls.

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Gandlake – theorganisationorganisation

For those of you who do not know us, Gandlake are experts in deploying print, electronic output and web technologies to help organisations modernise and streamline their document strategy and reduce the bottom line.

We already provide software to over 25% of all English Local Authorities and are delighted to include the City of Edinburgh Council to our valued client list. We lead the market in e-Presentation solutions and with three decades of experience in central and local government we consistently deliver ground-breaking systems to the public sector.

Gandlake's Citizen's Account is the e-Presentation module of a much wider range of services available through **Gandlake's Enterprise Layer (GEL)**. This is specifically designed to help Authorities access, share, publish and store back office information throughout the organisation, to its citizens, employees and partners.

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