

Successfully managing demand from the first point of contact

Proven in live operations to deliver efficient and effective demand management within integrated public contact management



Delivering efficient and effective demand management

Ensuring that the service provided to the community is as effective and efficient as possible is key to the operations of an emergency service Public Contact Centre. The first point of contact for a member of the public will be a call handler and whether the caller has dialled 999, 101 or sent an email it is vital that the most appropriate action is taken in response.

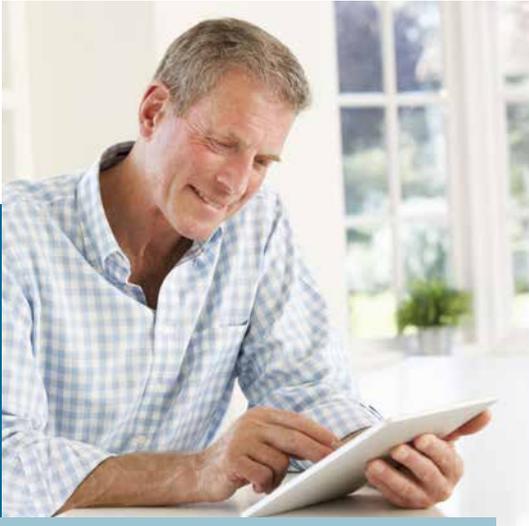
The only true way of ensuring that any contact is managed appropriately is to maintain a fully integrated, multi-channel solution that supports quick and comprehensive decision making by providing as much quality data from as many sources as possible to the call handler based around a single record of contact regardless of the channel that is used.

By delivering quick, intelligent searches and providing that data to the point of need the call handler is able to readily assess the threat, harm and risk associated with the contact, identify vulnerability and therefore deploy the most appropriate response if deployment is required.

Since being the first to deploy Capita's ControlWorks® contact management and control room platform in 2015 South Wales Police in the UK has seen a 24% increase in calls resolved at first point of contact and an 8% reduction in response to incidents. Not only is this delivering a much more effective service to the public the savings to the force are considerable in terms of time and cost in the Contact Centre and on the streets.



“ Integrated, multi-channel contact management can ensure resources are utilised effectively and efficiently. ”



An example:

- ▼ A member of the public returns home to find that their garden shed has been broken into
- ▼ The perpetrator is no longer on site and there is no danger so the member of the public decides to use the local police force's text service to report it
- ▼ Via a series of keyword driven questions and answers the member of the public is able to provide the force with all the key information required
- ▼ The information is added to the call handling queue in the force's Contact Centre and flagged as non-urgent
- ▼ The force is able to respond to provide a crime number for insurance purposes and create an appointment for the neighbourhood policing team to visit the address at a time convenient to the member of the public

Benefits:

- ✔ Member of public could receive and send texts as convenient to their time
- ✔ Member of public was not required to spend time on the phone to the Contact Centre
- ✔ The Contact Centre call handlers are free to manage more urgent incidents and respond in slower time

Using automation technology to take the next step

With evolving technology it is becoming possible to further support the effectiveness of the Contact Centre by providing means by which the incoming contact can be appropriately triaged through automation either by voice prompts on 101 or by using text-driven questions to help the public to self-serve and generate answers to standard questions before the contact is diverted, if necessary, to a call handler. There should always be an override option that immediately adds the contact into the call handling queue but, in many cases, it should be possible to gather the required information quickly and easily so that the time taken to resolve the service request is kept to a minimum and a fast, effective service delivered in a timeframe that is convenient for the member of the public.

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Investing in Innovation

There is a raft of new innovative technologies that will become increasingly relevant to the Public Safety Contact Centre and suppliers with a strong track record in the sector, like Capita, will be able to apply their unrivalled knowledge and experience to make sure that the new technologies that are employed are fit for purpose and suit the evolving processes and practices.

Automation technologies and 'chatbots' can capture a level of data that can be used to analyse the requirements and, where appropriate, forward the request to other partners or on to an operator for further action. They can also provide a level of real-time situational awareness to help inform a proportionate response alongside the likes of 999eye and other sources of live information.

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