

# LA CRM

local authority customer relationship management



A unique approach  
to  
IT provision  
for the Public Sector





Tommy Barr

Belfast City Council

30<sup>th</sup> June 2010



## Agenda

Information Services Belfast – A unique Service

Local Authority Customer Relationship Management (LACRM)

Cleansing / Waste management (CREST)

The future, “perhaps”



## **Information Services Belfast (ISB)**

ISB is the IT section of Belfast City Council

Our origins in the Belfast Corporation and the Local Government Act 1972.

Contract / SLA

# LA Solutions

local authority IS solutions



## A unique perspective

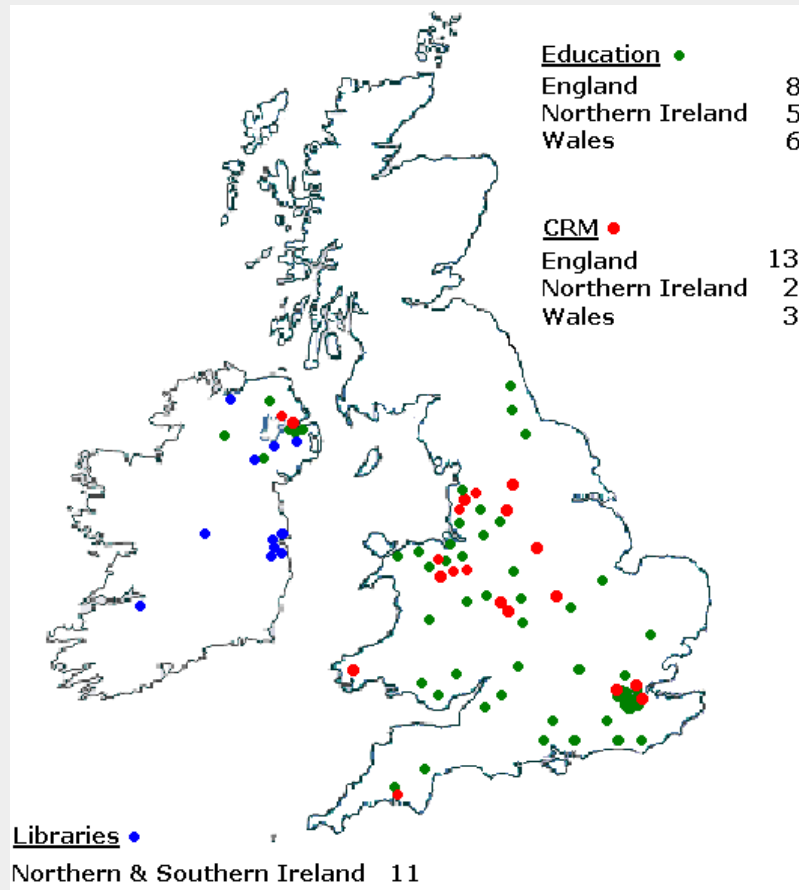
Our partnership approach

The ISB vision for partnership is of shared effort and re-usability to deliver increasingly high quality and cost efficient solutions which would otherwise be beyond the reach of the individual partners

35+ years proving this concept



## Some of our current partnerships





## A unique Partnership

The key is in the principle  
“by local authorities and for local authorities”

An exclusive Local Authority Steering Group enables the sharing of effort, finances and expertise

They set the direction of product development, identifying new functionality, setting priorities and agreeing release schedules

# LA Solutions

local authority IS solutions



*In my opinion the system supported by ISB was the most cost effective. It is functionally rich and offers value for money. The steering group recognises that the approach supported by ISB promotes an excellent means of influencing the core product for Local Authorities. We are in a strong position to ensure the development of the right product.*

Elizabeth Taylor  
Barnsley Metropolitan Borough Council  
Chair of the LA CRM Steering group



## A unique advantage

Resources and (as a consequence) expertise are becoming increasingly constrained in the current economic climate

Government intends to introduce new “skunkworks” to “deliver low cost IT applications in-house”



## **A local authority approach to corporate data**

A corporate customer data set

NLPG or Pointer



## The LA CRM Project



## The background to LA CRM

The first application in the integrated suite

The Newham partnership – 1998

Unlike the private sector we are driven by the modernising agenda, social inclusion and performance standards. We must deliver a broad range of services with many variations



## LA CRM Today

Full Blown Corporate CRM Solution

Web based, scalable, multi location

Infrastructure Independent

Integration Capability via LA CRM Connector

Tailored to Local Authorities (FOI, complaints, 101)

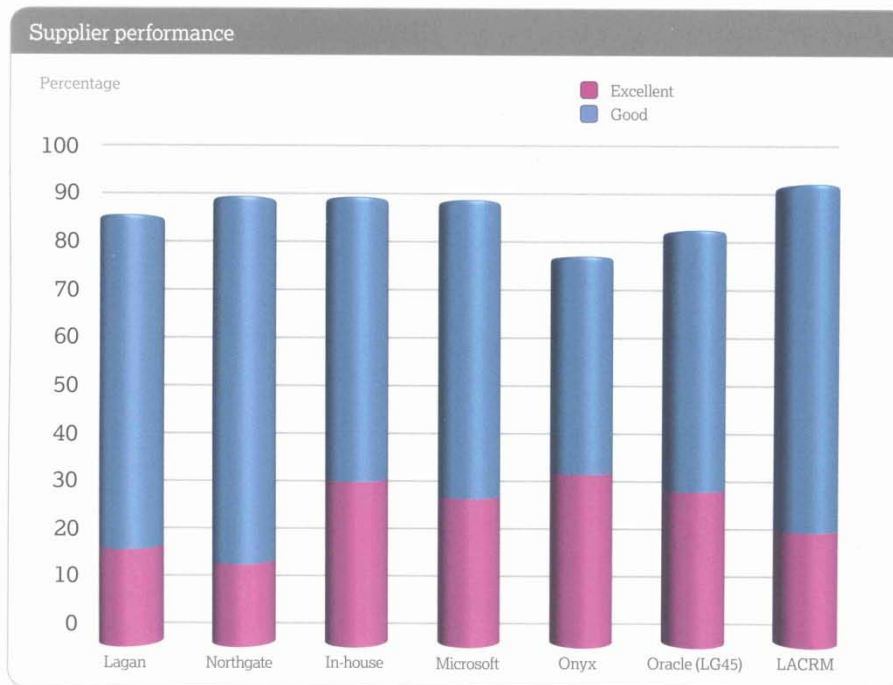
Development Module

# LA Solutions

local authority IS solutions



## LA CRM Today



By collating the data on how well received the CRM systems have been against each supplier, we can establish individual vendor performance. If we look at vendors for those respondents reporting the CRM as 'Excellent', then Onyx comes out in pole position. However, if we add the 'Good' ratings to the 'Excellent' figure, then LACRM comes out top.

In reality the results are very close and from these statistics alone, it is very difficult to state with confidence that a particular supplier performs significantly better than another.

In-house developed systems do not fare at all differently to those that have been bought in, suggesting that off-the-shelf packages in this area are very well suited to the local government arena.



## The CREST Project



## The background to CREST

Designed produced via the existing ISB Waste Management System and a Wakefield Council lead specification

Fully integrated with LACRM.

Can be implemented with reduced CRM functionality on-board or with an external interface.



## CREST Modules

Address/Route/Squad/Vehicle Management

Database Auditing

User Access Control

Bulky Collections

Assisted Lifts

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Service Request Requirements

Contaminations

Commercial Waste

Bin Collection / Shared Bins



## CREST Next Phase

### Chipped Bins

The chipped bin system has not been implemented yet

### Skip Hire

Originally thought that an external product would be sourced



## Future Directions

Corporate rollout & new partners

Integration of business applications / GIS / middleware

On-going development of online transactions

Introduction of new channels

The Cloud ?



*That's all Folks*