



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

Council Tax One Team Case Study

In 2017 the Revenues and Benefits Business Improvement Team conducted a review of Council Tax processes in collaboration with the service. The objective to provide the best service possible for our customers, getting it right first time and avoiding repeat contact.

The top transaction was Change of Address which accounted for 40% of the total workload - our first test and learn process.



KEY PROBLEMS

- Process delays at peak periods, up to 10 working days for a change of address.
- Back office staff often required to phone customers for further information
- Duplication in work between the front and back office

TOOLS AND TECHNIQUES

Agile and Lean methodologies were adopted to ensure quality analysis and time boxed delivery.

KEY CONTRIBUTORS TO SUCCESS

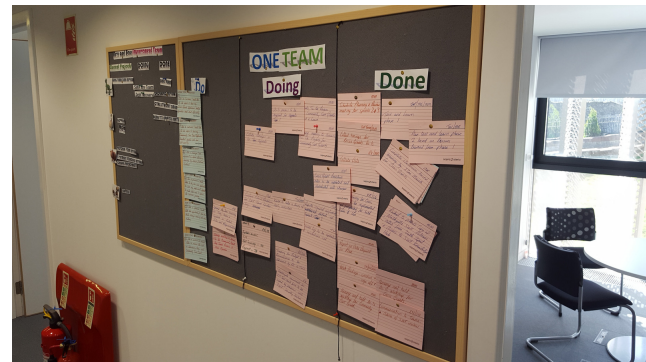
- Staff and management engagement
- Data analysis and staff feedback
- Continuous improvement through test and learn
- Positive attitude to cultural change

THE SOLUTION

A One Team approach was taken where resources were realigned, resulting in:

- 96% of transactions being dealt with at first point of contact
- Duplication in work was eradicated
- Processing times were reduced by 19 minutes for change of address
- Increased customer satisfaction and reduced customer complaints

The One Team



Staff Quotes

"There is a huge benefit to the customer to have everything done at the one time. This also saves the council money and provides a better service"

"I like being able to handle the customers enquiry from start to finish and provide them with up to date information"

Customer Testimonials

"Aw that was really easy!"

"Is that all I need to do?"

"That was painless"

THE KEY OUTCOMES

REALISED SAVINGS

£85,000



Before		After
8.61 FTE's	↓ 37.17%	5.41 FTE's

TRANSACTIONS SINCE OCTOBER 2017

96% of transactions completed at first contact

Before		After
Within 10 working days	↓	Immediately

REDUCTION IN CHANGE OF ADDRESS PROCESSING TIME, BEFORE AND AFTER

Before		After
30 min	↓ 63.33%	11 min

% OF CUSTOMER DELIGHTEDNESS, BEFORE AND AFTER

Before		After
68%	↑ 10%	78%

% OF OVERALL CUSTOMER SATISFACTION, BEFORE AND AFTER

Before		After
92%	↑ 3%	95%

% OF CUSTOMER COMPLAINTS, BEFORE AND AFTER

Before		After
41	↓ 36.59%	26

For more information, please contact:

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