



Hartlepool, United Kingdom

How Hartlepool Balanced Resident Needs and Council Budgets to Create User-Friendly Services

15K

Users giving five-star ratings for online service

1

Solution to replace multiple, outdated systems

40

hours per month saved in administrative work

£50K

savings per annum

OVERVIEW

Faced with growing demand for digital services, Hartlepool Council found themselves behind the times when it came to mobile and online capabilities. Thanks to taking a modular approach with Granicus products, they've gone from 3% digital contact with residents to over 15,000 users giving the council five-star ratings for their online services.

CHALLENGE

At the seat of Durham County, Hartlepool saw increased demands for more accessible, digital solutions for residents looking for easier interaction with council needs left leaders feeling "quite behind a lot of other authorities in terms of our digital offer." However, like all local authorities, Hartlepool faced with tight budgets and the need to develop strategies that were financially prudent, if not revenue-generating.

SOLUTION

Granicus' govService provided an effective and efficient groundwork for future digital growth, focused on enhancing customer service delivery to its residents. They found cost savings through replacing existing systems and developing govService in-house.

IMPACT

Publishing digital processes to the public through their website, the council was able to reduce the number of calls that came through the contact centre. The self-service approach resulted in a reduction in staff time devoted to answering calls and keying information into the CRM system. And the services has been a success with residents, as ratings from the nearly 15,000 users give the new processes 4.6 stars out of 5.

MUST HAVE SOLUTION

govService

“ We can procure additional ones as our business requirements further develop. We also liked that it was a toolkit as opposed to an off-the-shelf product. Working for a local authority, we provide such a diverse range of services that we needed a product that was flexible and could meet a broad range of different business processes.”

- Julie Howard, Digital and Customer Services Manager, Hartlepool Borough Council