

ABOUT MID DEVON DISTRICT COUNCIL

Local authority utilises e-Service Desk's underlying Metastorm BPM® platform, to improve their Customer Relationship Management, whilst reducing operating cost - and the results have been everything they expected.

Mid Devon District Council (MDDC) serves a community in one of the UK's most beautiful and sought-after regions, with its 75,000 inhabitants scattered in small towns and villages between Dartmoor, Exmoor and the Blackdown Hills.

MDDC LAUNCHES CUSTOMER FIRST PROJECT

The project objectives:

- ✓ Resolve 80% of calls at first contact
- ✓ Improve website & provide on-line services
- ✓ Remove "guess work" for the customer on who does what.
- ✓ Streamline working processes to remove inefficient working practices
- ✓ Have a clear & open audit trail of work & requests for service.
- ✓ Improve access channels for customers
- ✓ Enable partnership working
- ✓ Shared good practice & joined up approach to service delivery - "Customer First".

MDDC identified e-Service Desk as the right tool to help them meet the objectives of the project.

STAFF & RESOURCES

Liz Reeves, Customer First Manager, began the project by making sure MDDC had the right infrastructure in place to initiate the project. They started with a Customer First team and added a seconded a member of IT. They then invested in e-Service Desk and a BPM designer training course which provided them the vehicle they needed to put their ideas into practice. They also upgraded their phone system and worked with HR to develop policies to deal with the "people" side of transformation.

EXAMPLE: Lost/Found Dog Process Before/After e-Service Desk Install

MDDC covers a range of services, one of these is lost/found dogs. It is MDDC's responsibility to deal with roaming or stray dogs 24 hours a day, 7 days a week, and the council takes over 400 calls per year for this service alone. When a call is received a Dog Control Warden is sent to investigate and generate a report. These reports are logged and a comparison is done to see if there is a match in the system to dogs previously found and reported.

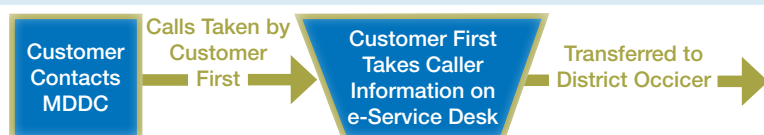
Process Before e-Service Desk



Process During Re-Engineering



Re-Engineering Process with e-ServiceDesk



MDDC e-SERVICE DESK BENEFITS

Mid Devon Organisational Benefits:

- ✓ Reduced operating cost
- ✓ More satisfied customer base
- ✓ Staff resources are being used more efficiently
- ✓ Performance Indicator data is compiled automatically

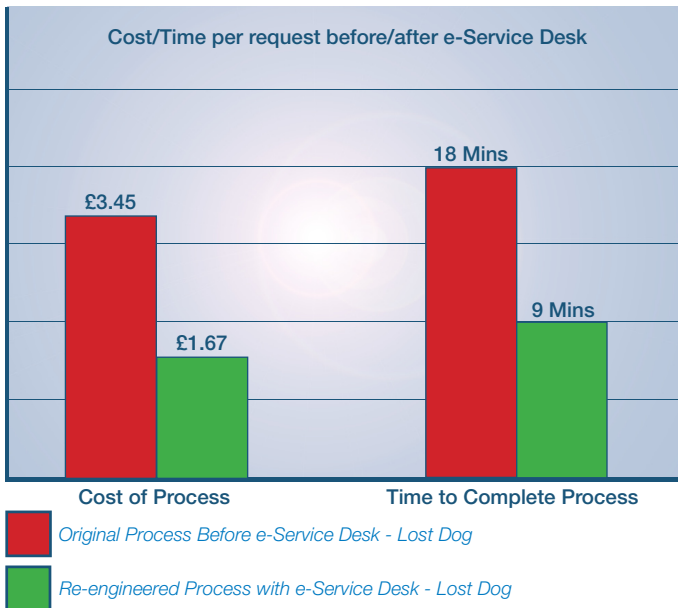
Customer:

- ✓ Convenience
- ✓ Quicker service – not waiting to be transferred
- ✓ No waiting for someone to call you back

Staff:

- ✓ Removed duplication of work
- ✓ Easier to match system records
- ✓ More accurate billing and recovery
- ✓ Reduction in paper usage
- ✓ Reduced staff time scanning/shredding
- ✓ Reduction in paper usage

The re-engineered process has significantly reduced the number of time consuming layers that was originally needed when dealing with a lost/found dog.



The graph above demonstrates the cost & time savings MDDC has witnessed since deploying the 'Lost Dog' process. In reality, they have over 40 processes and have re-engineered each of these across all of their varying services, including Council Tax, Recycling, Car Parking Permits, to name just a few.

The key to accelerating the value of e-Service Desk is from utilising the BPM platform to deliver processes either internally or outside your department. As more processes are implemented the greater the value to an organisation.

ABOUT ICCM

Extraordinary Service Desk Software created within the leading process improvement architecture

ICCM Professional Services Ltd. was originally established in the mid 1990's to provide consultancy services to organisations wishing to improve their Service Desk function. ICCM realised most solutions on the market did not offer the level of functionality being demanded by the industry, and for that reason researched other technologies to deliver benefits over existing application vendors. ICCM identified Metastorm BPM® as an exciting process enabling technology that seamlessly delivers a high performing orchestration engine and web interface that ensures compliance and adherence to any underpinning process. This enabling technology incorporating ICCM's e-Service Desk truly transforms the way in which Service Management applications deliver value to a customer.

Today, ICCM's core objective is to provide revolutionary software and superior services to organisations aspiring to Best Practice Service Management. Rather than the legacy "application development" driven approach that many vendors in the market have adopted, ICCM's forward-thinking approach blends their first-class Service Desk tool with the functionality of business technology in the form of Metastorm BPM®. This collaboration delivers unparalleled Service Management capabilities across all industries and business functions in almost every geographical region.

The Company's value proposition to customers is four-fold:

ACCELERATED ROI

ICCM's e-Service Desk deploys more 'out of the box' capabilities, more efficiently and effectively than our competitors. Many vendors sell solutions at a loss, profiting from recurring services, maintenance, and upgrade costs. At ICCM we believe customers who wish to be self-sufficient should have the tools to do so. Furthermore, we believe scalability and a solutions' ability to grow and adapt with your business is essential to any investment. e-Service Desk's BPM platform is developed around scalability and does not have the limitations of application driven technology.

PROCESS LED TECHNOLOGY

ICCM's e-Service Desk tool coupled, with the business process functionality of Metastorm's BPM® solution, delivers a radically different approach to Service Management. By developing its technology from the process up around the ITIL® framework ICCM's solutions allow customers to tailor processes around their company's actual needs giving better value and ensuring a smooth implementation into any environment.

FLEXIBILITY

Working with ICCM our customers experience flexibility unprecedented by our competitors. Our system easily integrates into existing software but also evolve for future environments. Additionally, our flexible pricing modules allow companies of all dimensions to find a pricing structure that suits their needs, whether that be Process, Named, Concurrent or Role Specific. Our flexibility goes further still; being 100% web-based technology allows full access for remote working service teams, including wireless PDA's and Blackberry® devices. Our self-service portal gives customers a window into the status of their service request any time or place.

SERVICE & SUPPORT

At ICCM we thrive on a culture that provides outstanding service and support to our customers. We deliver on this commitment from initial deployment through to everyday operation. Our ITIL® Best Practice Consultants deploy your software and are readily available to offer their acute technical knowledge and broad experience to your Service Management Program. In addition, we encourage an active user group community by providing regular user group sessions, customer days and forums. We rely heavily on input from our customers, enabling us to align customer feedback to our product road map. We also believe our customers are entitled to service and support when they need it. Our global support network and our extended support hours allow us to offer assistance around our customer's schedule.