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Modernising service provision to meet increased demand with growing population

Melton's customer-centric approach to Council services improves customer request time and reduces Council costs with business workflow improvement
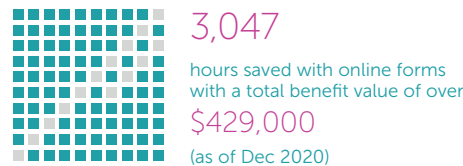
When a Melton resident wants to pay rates or an infringement, register an animal or a swimming pool, apply for a planning permit, or book hard waste removal they don't have to telephone or visit the council's offices. Instead, they simply visit the on the council's website to access Civica's intuitive Authority Community Portal.

Melton City Council is a fast growing city council on Melbourne's western rural–urban fringe, with a population that has doubled in the past 10 years. By 2024 the council was looking to answer 270,000 enquiries each year and process 92,000 rates notices. As such they embarked upon an extensive business transformation program to successfully manage the increase in demand.

The Council's business transformation team wanted to improve the efficiency of their systems in order to manage and deliver the increasing number of community requests and enquiries, as well as boost the customer experience. Central to their solution was Civica's Authority Community Portal.

CITY OF MELTON

Key outcomes

3,047
hours saved with online forms with a total benefit value of over
$429,000
(as of Dec 2020)

- **60%** reduction in the average monthly number of enquires to CSU

- **$9,500,000** transacted through e service since Oct 1 2019

- **280** manual administrative steps removed

- Over **10,000** requests lodged through Community Portal

> Civica's Authority Community Portal has changed the way we deliver end-to-end initiatives. It enables residents to easily lodge requests and submissions online, at any time, using any device.

Pamela Warwick
Business Transformation Manager, Melton City Council

Already an Authority customer for 6 years, the initial drive came after Business Transformation Manager Pamela Warwick attended a Civica event in which the Community Portal was demonstrated. She said: "I realised we weren't using the technology to its full potential, so I spoke with Tracey my Civica Account Manager about what it would take. I then went back to work the next day and pivoted the program to drive the implementation of the community portal."

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Self-service meets residents' expectations

The biggest step forward with the portal solution is that members of the public can now easily make payments and lodge applications online. For forms that are built in the Community Portal, 64% of applications are submitted via the portal and managed to completion by the back-end workflow,which equals a 60% reduction in telephone and office visits. "Prior to this, the Council were not really focused on self-service," says Pamela. "They did have front end web forms which resulted in back end emails that needed action which drove cost and waste. We were claiming to digitise processes but this just meant putting an editable web form up. Less than 2 years ago the majority of our customer forms were non editable pdf forms that we 'print and complete."

Since roll out in October 2019, the Community Portal has clearly fulfilled all three of the Council's main business objectives:

1. Customer self service

2. Improved customer request response time

3. Business workflow improvement and cost reduction via the removal of non-value steps

Relentless commitment and collaboration with Civica key to success

Key to Melton's success was a committed and dedicated delivery team who were willing to explore the solution options and wanted to

make the project successful – they saw the customer and business benefit opportunity. A delivery partnership approach was taken where Civica consultants inserted at the right times in the delivery cycle to set up, shake out issues, and assist with go live implementation.

Pamela says, "We bolted in and committed delivery via small achievable chunks of work with the focus on our three business objectives. We were relentless with our delivery and partnered with the business to drive the benefits now being seen." The Melton team worked closely with Civica on issues that were raised and made business decisions on what issues could be taken in production. "We continue this approach and continue to work with Civica on open issues and product ideas and opportunities," says Pamela.

The removal of paper-based and waste processes allows our people to work on more valuable work.

Pamela Warwick
Business Transformation Manager,
Melton City Council

The transformation project was broken into two stages of core and value-added services. Stage one services included payments and bookings – easy, fast, self-serve and on any device; community Services – connecting to the right service; and Customer Enquiries and Requests – resolving issues with the first contact. Stage two, currently underway will include the value added services of creating a connected community – connecting people,

assets, processes and services; and business partnering – providing a competitive advantage to attract and retain business. The program aspiration is, at end of the Transformation program, to see online as the most used option by the Melton community, enabling improved productivity, reduction in operational cost and improved customer satisfaction.

For Pamela and the Melton team, the success of the Community Portal has seen the focus on business transformation, digitisation and customer experience now part of the Council's continuing operations. She says, "We still drive for continuous experience and process refinement improvements. This is now an ongoing piece of work not a short term project."

Get in touch

Transform customer engagement and streamline service delivery with Authority Altitude.

For a demonstration of the Community Portal, contact us today.