



CASE STUDY



Lincolnshire County Council

A lack of systems integration meant that faults reported by the public to the Lincolnshire County Council's (LCCs) contact centre were often hard to identify or too general, with LCC inspectors and contractors spending unnecessary time and money determining the exact location of the fault, particularly in rural areas. The contact centre was also unable to identify if a works order had already been created, causing potential duplicate requests.

LCC needed a cohesive system that could streamline these processes and deliver cost and efficiency savings. Integrating PBBI's MapInfo Stratus and Confirm solutions with its existing SAP CRM database enabled LCC to use web mapping to simplify reporting, improve the geographical accuracy of work orders, and provide better information to the public about repairs.

Challenge

LCC needed to improve and expedite its highways maintenance processes, from initial defect reporting to final repair, seamlessly managing a complex workflow between contact centre agents, back office staff, inspectors and contractors.

A lack of systems integration meant that on receiving an enquiry from the public about, for instance, a faulty street light or pothole, the contact centre agent would have to copy information manually from one screen to another to get the enquiry into the SAP CRM system. Not only was this reporting process inefficient and time-consuming, it was also fairly basic, allowing for only one road sub-section reference and a textual description.

This meant that it was difficult for inspectors and contractors to pinpoint in the field the exact location of the reported fault, particularly on lengthy sections of rural road, which wasted both time and money.

LCC also wanted its contact centre agents to have visibility of more accurate and up to date information about ongoing highways repairs, in order to resolve more enquiries at the first point of contact. Because job status wasn't previously available in real time, the same enquiry could be input more than once, leading to data duplication and confusion.

CUSTOMER PROFILE

- Lincolnshire County Council (LCC) Highways and Transportation Group employs 438 staff, serving the needs of 687,000 citizens and numerous visitors to the county.
- Lincolnshire is England's second largest county, and one of the most rural.
- LCC is responsible for 9,000km of roads and 200,000 assets such as streetlights, road signs and bridges.

“MapInfo Stratus enables us to pinpoint exactly where a fault is and raise work orders with greater accuracy of location. This means that our inspectors and contractors save time - and the taxpayers save money.”

Ian Dorr,
Special Projects Lead,
Lincolnshire County Council

Solution

LCC implemented MapInfo Stratus, a sophisticated web mapping tool from Pitney Bowes Business Insight which enables contact centre agents to identify and automatically send the precise coordinates of a fault to the SAP CRM system. Multiple layers of location-specific information are also included in the request, such as parish, ward and district, all of which streamlines the process for raising work orders and sending them to the correct officer. This means repairs and maintenance are now carried out quickly and efficiently, with all relevant information available in the field on inspectors' and contractors' mobile devices.

As well as MapInfo Stratus, LCC's SAP CRM system is also integrated with Confirm, Pitney Bowes Business Insight's asset management system for highways. Combined with SAP and LCC's geostore, this has created an efficient circle of systems that enable the real-time visualisation of road and asset status, right down to the level of individual streetlights. In response to an incoming enquiry, contact centre agents can now click on a map of the Lincolnshire road and street network and see the latest information about any ongoing or outstanding maintenance jobs associated with a specific location or asset. As all of this asset data is held centrally within LCC it also available to other departments in real-time as and when required.

CASE STUDY

TECHNOLOGY USED:

- MapInfo Stratus, a web-based mapping application that provides live information about the location of assets and services.
- Confirm, a modular software solution for the maintenance and management of public infrastructure assets including Highways, Lights and Street Works.
- Integrates into SAP CRM systems.

Results and Benefits

- The integration of MapInfo Stratus with LCC's SAP CRM system means that the time-consuming re-keying of data has been eliminated.
- It also means that the precise location of a fault can be identified and communicated seamlessly to both inspectors and contractors, saving time and money by removing uncertainty.
- The complete integration of LCC's back office systems, including MapInfo Stratus and Confirm, has created a single version of the truth across Lincolnshire's highways network, eliminating data duplication.
- LCC has a real-time visualisation of all outstanding jobs and defects, enabling contact centre agents to now resolve 65% of enquiries at the first point of contact, minimising the impact on back office staff.

“MapInfo Stratus is a brilliant and intuitive tool that enables our contact centre agents to resolve the majority of enquiries at the first point of contact, significantly reducing our back office workload.”

Ian Dorr,
Special Projects Lead,
Lincolnshire County Council

For more information call 800 840 0001 or visit us online: www.pbinsight.co.uk

UNITED STATES

800.327.8627

pbbi.sales@pb.com

CANADA

800.268.3282

canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001

pbbi.europe@pb.com

www.pbinsight.co.uk

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255

pbbi.australia@pb.com

pbbi.singapore@pb.com



Every connection is a new opportunity™

