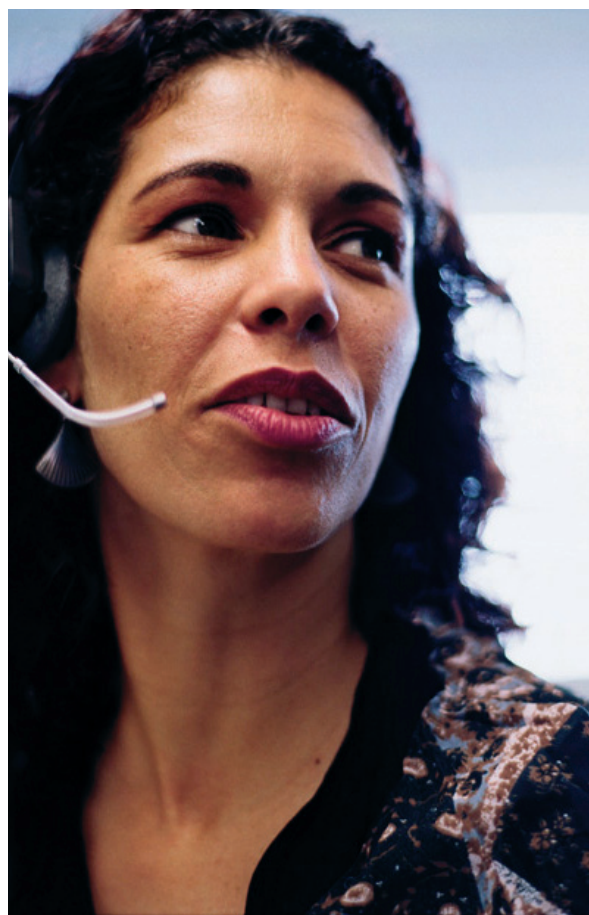


# Joined-up government becomes a reality for the Worcestershire Hub



“This is one of the best technology implementations we have seen. Our relationship with HP is a true partnership that is fundamentally changing the way services are delivered to the citizens of Worcestershire.”

Trevor Norton, corporate services director,  
Worcestershire County Council





Building on central government initiatives to improve efficiency by embracing new technologies, local authorities across the UK are reviewing their service delivery processes. In Worcestershire's case, this has led to an innovative and exciting strategy. The county council has partnered with the six district councils and other public sector organisations to form the Worcestershire Hub, which aims to use shared technology and processes to improve service delivery and service access.

The ten-year contract to provide the new CRM solution and infrastructure was awarded to a partnership between HP and Deloitte.

"As well as offering an excellent combination of technical capabilities and value for money, HP understood how to work in partnership with multiple clients. It also showed commercial flexibility in forming the right approach," commented Trevor Norton, corporate services director at Worcestershire County Council.

As prime contractor, HP Services delivered programme management, architecture design, implementation, support and other services including the design and implementation of the integrated telephony solution. Deloitte was responsible for the CRM implementation. The solution is based around a Cisco IP Contact Centre and Deloitte's e-Shop Local Government configuration of the Onyx CRM solution. The core hardware platform consists of 34 HP ProLiant servers.

The project encompassed new front-office processes, better integration between front and back offices, and re-engineering of back-office processes. Improved access to services came from the creation of seven one-stop customer centres, a virtual call centre providing joined-up

telephone access, and a new Web portal. A staged approach to implementation is being followed and the project is on time and within budget.

#### **Best implementation**

The solution supports the delivery of higher standards of service for the citizens of Worcestershire. The implementation of common business processes across contact channels enables a "joined-up" response. Citizens only have to provide information once, and are no longer passed from department to department. Some 80 per cent of enquires are now resolved on first contact, with customer satisfaction exceeding 95 per cent.

These improvements provide the partners in the Hub with significant efficiencies through a shared infrastructure and more cost effective processes. But even though resources are pooled, each partner maintains its individual identity.

"Back-office efficiency savings are running at £1.4 million (approx. 2.04 million Euros) annually. These savings fund additional front-office staff and thus lead to better services," commented Norton.

Efficiency savings represent an overall ROI of some 47 per cent for Worcestershire County Council alone. Furthermore, the flexibility of the HP infrastructure provides support for future innovations such as electronic document management and mobile working.

"This is one of the best technology implementations we have seen. Our relationship with HP is a true partnership that is fundamentally changing the way services are delivered to the citizens of Worcestershire," concluded Norton.

## Customer at a glance:

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Industry sector: Government

Name: Worcestershire County Council

Headquarters: Worcester, UK

Telephone: +44 (0)1905 763763

Number of employees: 16,000

Annual budget: £400 million (€580 million approx.)

URL: [www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)

## Partner:

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Company: Deloitte

Headquarters: London, UK

Telephone: +44 (0)20 7936 3000

URL: [www.deloitte.com](http://www.deloitte.com)

Business: Professional services organisation

Products: Audit, tax, consulting, corporate finance and other services

## Why HP?

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- Excellent combination of technical capabilities and value for money.
- Commitment to working in partnership.
- Commercial flexibility.
- Relationship with Deloitte.

## Hardware

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- 19 x HP ProLiant DL380 server
- 15 x HP ProLiant DL360 server
- 150 x HP Compaq Evo Desktop D510
- 9 x HP LaserJet 4200 printer
- 9 x HP ScanJet 7490c scanner

## Software

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- e-Shop Local Government CRM solution based on Onyx CRM
- Cisco IP Contact Centre
- Oracle 9i
- Microsoft SQL Server 2000
- Microsoft Internet Information Server 6
- Microsoft BizTalk 2002
- Microsoft Application Center 2000
- Legato NetWorker
- HP ProLiant Insight Manager
- HP ProLiant Essentials Rapid Deployment Pack
- Microsoft Windows 2003 Server

## HP Services

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- Project management
- Architecture design
- Networking consultancy
- System integration
- Security
- Configuration
- Implementation
- Testing
- Skills transfer
- Customer support





## Challenge

- The Worcestershire Hub Programme (Worcestershire County Council and the six district councils) wanted to improve efficiency by harnessing new technologies in line with central government initiatives.
- The local authorities in Worcestershire wanted to improve service delivery and service access.
- To achieve this, they had to find a supplier capable of delivering a new CRM solution and infrastructure.

## Solution

- HP and its partner Deloitte were awarded a ten-year contract to supply the new solution.
- The solution is based around a Cisco IP Contact Centre and Deloitte's e-Shop Local Government configuration of the Onyx CRM solution, running on a core infrastructure of 34 HP ProLiant servers.
- The project encompassed new front-office processes, better integration between front and back offices, and re-engineering of back-office processes.
- For service delivery, seven one-stop customer centres have been created together with a virtual call centre and a new Web portal.

## Results

- The ability to provide a "joined-up" response to queries supports much better service standards.
- Some 80 per cent of enquiries are now resolved at first contact.
- Customer satisfaction exceeds 95 per cent.
- Back-office efficiency savings amount to £1.4 million (approx. €2 million) annually, representing an annual return on investment of 47 per cent for Worcestershire County Council.
- The flexibility of the infrastructure provides support for future innovations.

For more information on how working with HP can benefit you, please contact your local HP sales representative or reseller, or visit [www.hp.com](http://www.hp.com).

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