



Local Government - Doing More with Less

Improving service delivery whilst achieving major efficiency savings



Councils are faced with making large, difficult cuts across all service areas following both the budgetary requirements of the previous government, and the extensive cuts to the public sector spending announced by the present government. The expectation is to significantly reduce local authority spending.

With councils having to find savings of up to 28% over a 3 year period, which in real terms means delivering £10 worth of service for £7.20. The services provided by Borough Councils are crucial to the quality of life of their residents. Meeting the challenge of finding these substantial savings and improving rather than compromising service requires innovative solutions and a proven approach.

The Challenges

Where it becomes necessary to make large, swift savings, immediate reactions are often to reduce head count, increase revenue streams, and outsource procedures, which is liable to result in a decrease in efficiency and quality of service. Many councils have realised that this is not going to be the best course of action for their residents and, furthermore, that it is unlikely to yield the level of savings that they have had to find.

Spend to Save

With departments already overrun and under-resourced, designing and implementing the required solutions with the necessary rapidity and success demands expertise in business transformation, re-engineering of business processes, analysis, and the design or installation of software tools. With councils needing to find £80 - £100 million in savings over the next 3 years, the age-old ethos that you have to speculate in order to accumulate has seldom rung more true.

Bespoke but Cost-Effective Solutions

Aiimi is an experienced consultancy with proven business transformation success with a number of councils across the UK. Our approach has been simple: to investigate and analyse the challenges faced by our clients, break them down into manageable modules before pulling them back together into a streamlined and efficient process. There is no one-size-fits-all scenario, as councils will be facing different challenges – and across a variety of service areas.





Our consultants have highlighted cost savings within specific service areas such as Children’s Services, Housing and Repairs, Highways, Revenues and Benefits as well as performing council-wide analysis of Customer Contact Strategies, analytical reporting tools, centralised document management solutions, and shared service change programmes.

Solutions Begin with Understanding the Challenges

Providing a solution is the easy part, however understanding where they can be applied is an art. Our consultants have many years of experience working with public and private sector clients, helping them take ownership of large business transformation projects, IT-based solutions and strategic re-engineering of core business processes.

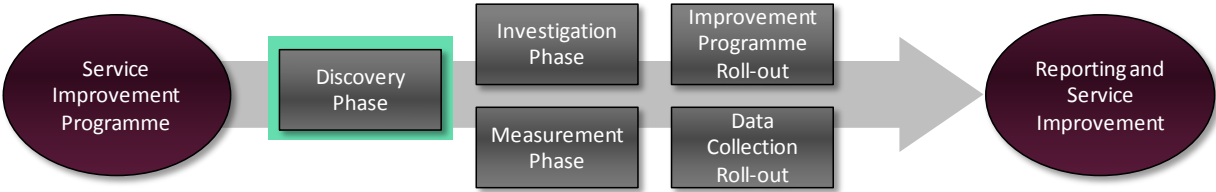
They want to understand the challenges you’re facing, so they can live and breathe the processes and feel your pain. This allows them to identify the best solution and enables us to walk you through a programme of change specifically designed to achieve your goals.

“This approach has given us a really valuable insight into our current processes and provided the level of detail necessary to justify change. This is now a key component of our ongoing improvement programme.”
Dominic Cain
Head of Customer Services

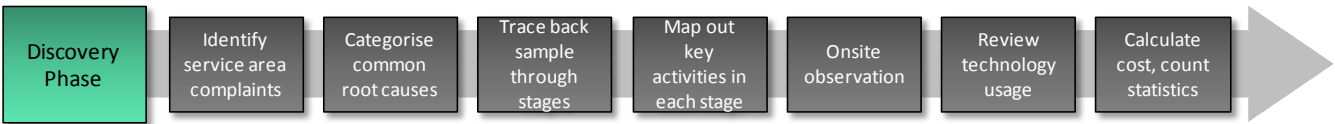
To achieve this Aiimi has developed a number of specific services, designed to fast track the identification of issues and associated solutions.

Forensic Analysis

This involves a structured analysis across a service area to review the end to end process, allocate costs, and map out the user journey along a timeline, identifying points of contact that could have been avoided.



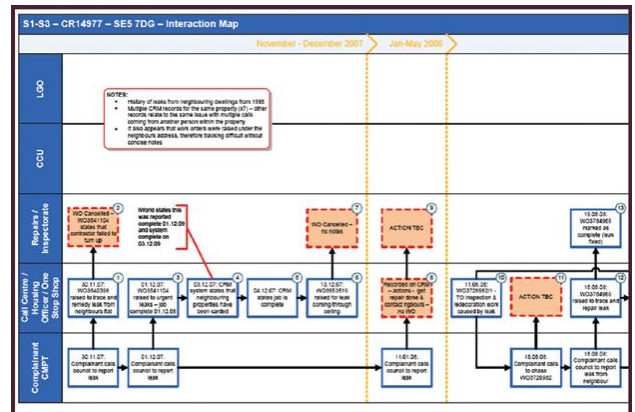
This Discovery Phase is broken down further:



The result of this analysis is often that there are deficiencies in existing processes that can be re-aligned with best practice, and in most situations re-engineered in order to get things “Right First Time”. This maintains service delivery whilst ensuring that duplication of processes (and the associated costs) is negated.

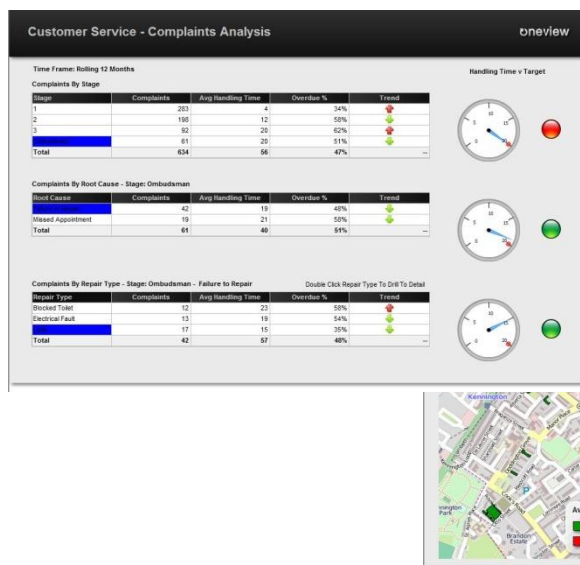
Customer Journey Mapping

A key component of the initial forensic analysis is the mapping of customer journeys (end-to-end interactions) with the council. This might be for repairs to housing, parking permits, removal of bulky waste, investment, antisocial behaviour – or any number of service areas. This provides great insight into the experience of the end-user, a powerful visual tool and vital contact statistics. This means we can allocate costs to individual points of contact as well as the full process, identifying areas where service can be improved and savings made.

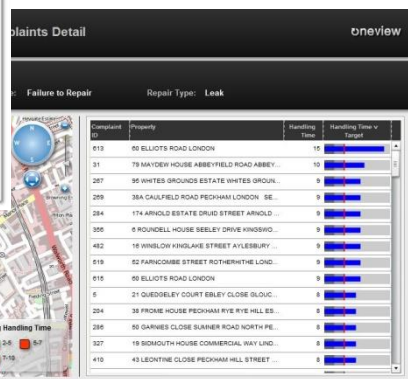


The result of this in-depth analysis is dependent upon each council, but the figures speak for themselves. One London Borough Council has discovered a potential saving of £2.3 million spent on avoidable contacts per year. We have found that a substantial proportion of avoidable contact takes the form of follow-up contact from users to establish whether their original correspondence was received. It is therefore imperative to have a robust customer contact strategy that makes contacting the council easy and efficient for staff and end-users.

BI Dashboard for Reporting



Many organisations and public sector bodies have a surfeit of data stored in separate systems that cannot communicate with one another, which makes access and analysis extremely problematic.



Aiimi's OneView solution is specially designed to pull and collate information from multiple sources and analyse key metrics and data sets quickly in a simple and user-friendly format.

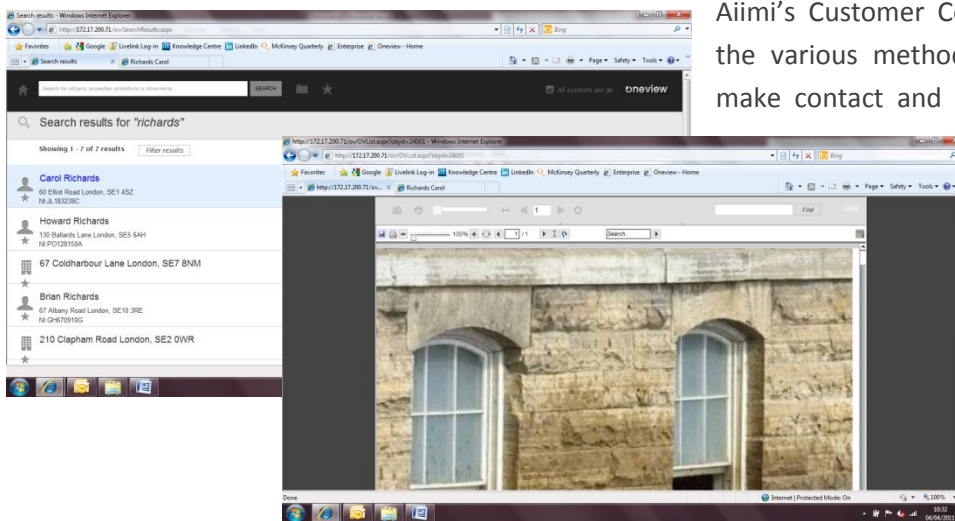
The solution has been designed with performance and ease of use in mind, with the ability to drill down into information at the click of a button, producing reports and analysing information that will drive your organisation forward.

Not only can it analyse complex data sets, it is able to plot information geographically - which means being able to analyse where enquiries and complaints are coming from. This allows the organisation to highlight repeat jobs, poor workmanship or even customers or properties with recurring issues that could have a much larger underlying problem.

This product has the significant additional value of being delivered through the Software as a Service (SaaS) model, a completely on-demand solution available on a per-user per-month basis. It is fully supported and accompanied by an upfront and visible pricing model that is affordable with no requirements for special hardware.

Customer Contact Strategy

Anticipating proposed and imposed spending cuts, Aiimi is aware that councils are often looking for a high-level review of service areas, customer contact strategies and other enterprise-wide improvement.



Aiimi's Customer Contact Strategy Review analyses the various methods by which the general public make contact and engage with the various service areas in the council. This detailed analysis allows the construction of step-by-step process of improvement. The re-engineered process combines with new methods of contact such as social media, web-forms, websites, email queries, contact centres, one-stop shops and

more traditional methods such as call centres. The right combinations of these save money whilst improving the end service.

Again Aiimi's OneView solution is designed to provide quick and easy access to contact information drawn from multiple departments and across a variety of different media, giving the organisation a single view of the contact history.

Aiimi's services are both bespoke and affordable. They are proven to assist councils meet new money-saving initiatives whilst simultaneously improving service delivery. From the initial business analysis through to complete change programmes that leverage innovative IT solutions, we provide you with the tools and knowledge to meet your service deliverables.

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