Fife COUNCIL

Fife Council in numbers

15,197
staff

35,561
end user devices supported

8,000
device & software packages

225
IT staff

Overall Council of the Year
Association of Public Service
Excellence (APSE) awards
Best Efficiency Initiative
2014

Local Authority Helps Business Users Help Themselves

As the third largest Local Authority in Scotland, Fife Council delivers more than 900 services throughout the Kingdom of Fife. It is considered one of the most progressive councils in the country, constantly striving to deliver excellent service to the 160,000 households of Fife.

Challenges Faced

Prior to the introduction of their Service Catalog, Fife Council was facing a number of challenges:

- The council was operating with 40% fewer resources following staff budget cuts, but demand on IT was increasing. First line support staff spent 42% of their time logging more than 5,000 calls a month, and were unable to carry out immediate resolutions. As a result, first time fix rate targets were not met, an issue that led to a high volume of chase-ups and poor customer satisfaction.

- IT support was restricted to 9-5 Monday to Friday, while the business was moving towards mobile, flexible and home working. At the same time, a number of managed services were coming online, forcing the need to move towards partnership working.

- Business users had no visibility of services available to them and logging a support request was a time consuming processes. They were also unable to see the status of their requests, resulting in a high volume of follow up calls which negatively affected the productivity of first line support.

- When a major incident occurred, business users had no visibility of this. In addition, IT did not have a clear vision of who was impacted, increasing the resolve time considerably.

- Data quality was poor, therefore analysis was proving to be ineffectual.

It was clear that new solutions and support mechanisms were needed.

The Introduction of the Service Catalog

Fife Council has used *assyst* from Axios Systems to manage their IT Service Management (ITSM) since 1992. In light of their increasing challenges, Charles Anderson, Head of IT at Fife Council, identified the need to extend their ITSM software to support self-service in 2011. This would enable them to reduce costs, improve Return on investment (ROI) and enhance customer service levels, key components of their Information and Communication Technology (ICT) strategy.

The introduction of 'IT Online' (Fife's branded Service Catalog) meant business users could log faults and request services such as new user accounts and password resets without the need to contact the Service Desk. The self-service feature is available 24/7, improving the efficiency of the service desk and accommodating the needs of the growing mobile and flexible workforce.

"The aim was to provide a shop window for the services that IT provide; including hardware/software ordering and service requests. We wanted to allow users to self-log/request items such as service requests and incidents and provide the client with a view of progress on their calls – through IT Online. Use of Smartmail was also key and our initial target was the transfer of 50% of the service request traffic to be self-logged allowing availability of 1st line".
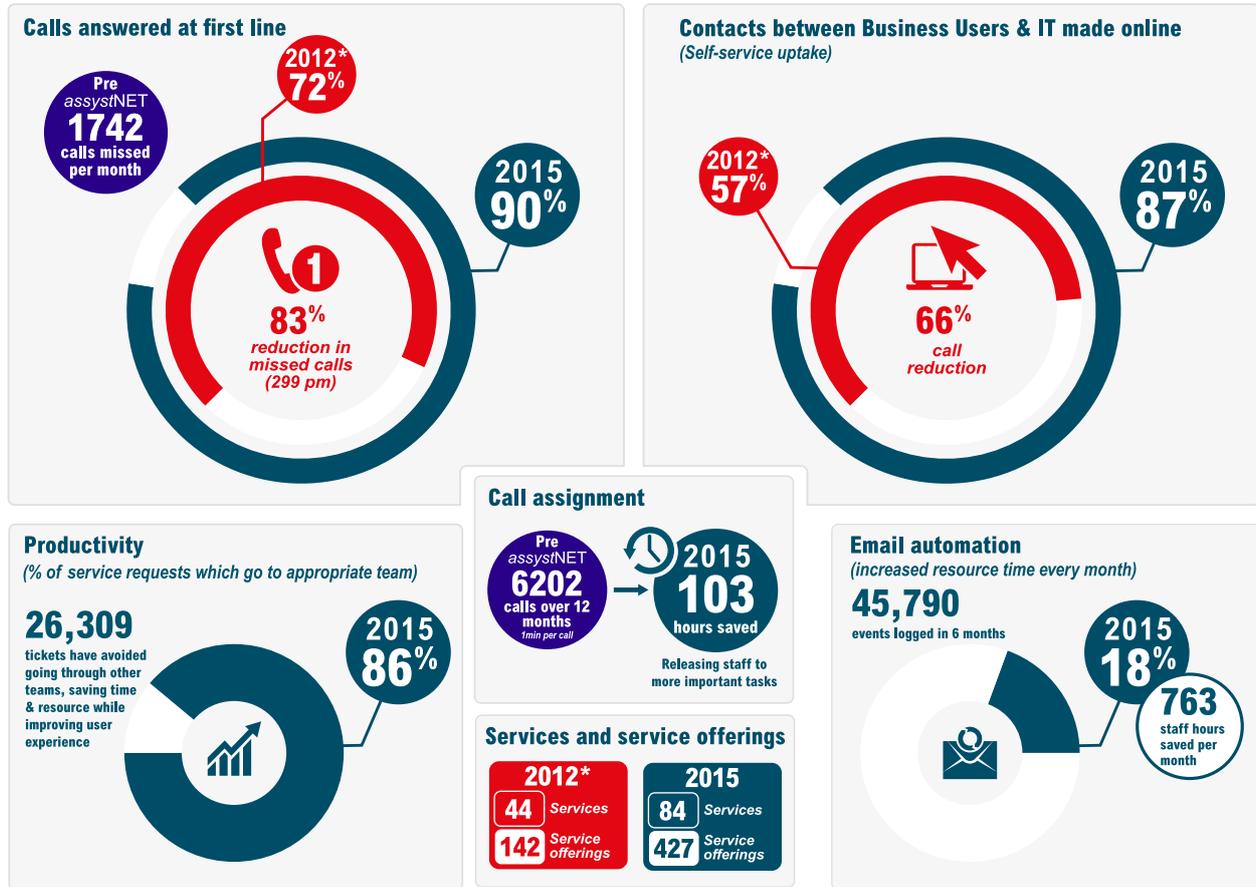
Michelle Scott, Customer Support Service Manager.

IT Online and its supporting business processes have been deployed to all 15,000 IT users, their partners and trusts throughout Fife. Just some of the features and benefits include:

- **Advanced ticketing system** - Business users can monitor the progress of their request online. This has reduced the number of calls and boosted the perception of IT.

- **Improved resolution rates** - The centralised knowledge base enables business users to use step-by-step information to resolve their own faults without IT intervention.

- **Intuitive interface** - IT Online lets business users request assets and services through an intuitive interface that mirrors an online shopping experience. They also have visibility of their call status.

- **Efficient call assignment** – Calls are directed to the correct support team without the added cost of 1st line logging them on behalf of the client. This both improves 1st line response and decreases the number of lost clients calls, all leading to increased customer satisfaction.

- **Management insight** - real-time reporting on assets and services helps identify opportunities for improvement and cost reduction. Improved reporting capabilities also allow better tracking of SLAs, team performance,self-service uptake, and to identify consumptions levels by service. Management can use this information for problem trend analysis.

- **FAQs, known errors and self-service fixes** – All contribute to a reduction in calls.

Results

Fife Council has achieved significant efficiencies in terms of both time and resource since launching their Service Catalog:

Calls answered at first line

Pre *assyst*NET
1742 calls missed per month

2012* **72**%

2015 **90**%

83%
reduction in missed calls (299 pm)

Contacts between Business Users & IT made online
(Self-service uptake)

2012* **57**%

2015 **87**%

66%
call reduction

Productivity
(% of service requests which go to appropriate team)

26,309 tickets have avoided going through other teams, saving time & resource while improving user experience

2015 **86**%

Call assignment

Pre *assyst*NET
6202 calls over 12 months
1min per call

2015 **103** hours saved

Releasing staff to more important tasks

Services and service offerings

2012*	2015
44 Services	**84** Services
142 Service offerings	**427** Service offerings

Email automation
(increased resource time every month)

45,790 events logged in 6 months

2015 **18**%

763 staff hours saved per month

*6 months after launch

Fife Council has also reported improved transition based on ITIL best practice, enabling them to resolve more incidents, improve SLA performance, fulfil more service requests, manage a more complex technological environment, and support an increased number of people and devices.

Advice to Others

Fife Council's achievements are impressive, but it is important to remember that they have dedicated a lot of time and effort into getting it right. Michelle Scott offers the following advice to others looking to implement a Service Catalog:

> It can be difficult to define the items to go into the Service Catalog. We've found this issue not only with our staff but other support services as we look to widen the use of the application to other services. Staff don't easy translate their actions into standard offerings without the support of some facilitator. Consider using the information you have in your current helpdesk statistics by grouping by team and action to enable staff to see their work translated in requests.

On gaining buy-in from the wider business areas, Michelle advises:

> "People are generally resistant to change. To land our technology and get the best value from it we need to cosy up with the "change curve". In other words change carefully – consult, include, don't assume and use language appropriate to the audience. Staff have to own the change and see the benefit. Finally, don't underestimate the level of effort that is needed. You will get out as much as you put in."

IT Online has revolutionised my life! The majority of my calls to IT relate to having data points activated and VOIP profiles created/deleted/amended. In the past this simple task could take several days… imagine the surprise whilst inputting my second call, my phone rings for the person at the other end to tell me that the first call I had logged five minutes earlier has been dealt with - now that's what I call service!

Shirley Murdoch, Lead Officer, Housing & Neighbourhood/Leisure & Cultural Services

Our initial target was for 50% of calls to go through the web. We achieved this within a few weeks of go-live.

Charles Anderson, Head of IT, Fife Council