

Liverpool City Council empowers customer service team with a single, searchable source of truth

LIVERPOOL CITY COUNCIL

✓
Staff Engagement Increased

↓
Onboarding Decreased by 84%

The Challenge

Handling customer service calls for a population of more than 200,000 people is no easy task – and it's even harder without an effective knowledge base. This was the challenge facing Liverpool City Council. The customer service team relied on a thick, physical manual for resolving customer queries, which was not only cumbersome to use, but also a nightmare to keep up-to-date.

Anna Rizos, Manager of Customer Experience at Liverpool City Council, explains: “Our customer service workspace is quite isolated from the rest of the organisation, so it was hard for us to get timely updates. Sometimes customers knew things before we did.”

Without easy access to the latest knowledge, staff struggled to achieve first-call resolutions – impacting both customer satisfaction and employee engagement – and onboarding new employees took up to 26 weeks.

The Objective

With its sights set on transforming its legacy approach to customer service, the Council decided to consolidate its information into a modern knowledge management system that could help it meet the following goals:

- **Create a single source of truth that was easy to update and intuitive to use**
- **Boost customer satisfaction through improved first-call resolution rate;**
- **Enhance employee engagement; and**
- **Accelerate new employee onboarding.**

After seeing livepro in action at a customer service network conference and evaluating the quality of the product against the competition, Liverpool City Council felt that it had found the ideal solution. livepro's powerful search functionality and the ease with which it can be updated over time made it the perfect fit for the Council's needs.

“ Staff satisfaction has been a big reward from this project. They've become confident in the knowledge they're sharing with customers. ”

Anna Rizos
Manager of Customer Experience
Liverpool City Council



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The Outcome

With livepro providing a single, searchable source of up-to-date knowledge, the customer service team now has the tools to resolve calls quickly and accurately. Anna said: “Staff satisfaction has been a big reward from this project. They’ve become confident in the knowledge they’re sharing with customers. Our customers are also enjoying major benefits, with the quality, speed and consistency of customer service improving significantly.”

The new system is helping the customer service team confidently resolve customer enquiries at the first point of contact. What’s more, livepro’s ease of use has taken all of the complexity out of staff training, **cutting the onboarding process for new customer service representatives from 26 weeks to just four weeks.**

And livepro isn’t just improving existing services, it’s also empowering the Council to help Liverpool residents in new ways. Unprecedented mobility has enabled Liverpool City Council to deploy livepro at its mobile Mayoral office. The Council is currently planning to roll out the system to other citizen-facing centres beyond the customer service space.



About livepro

Since 2001, livepro has enabled over 10,000 users, including contact centres, customer operations and process-driven organisations, to enhance customer service, slash operating costs, foster employee engagement and improve compliance.



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