

**F2**

**BUILT FOR  
GOVERNMENT**



## **MEETING CITIZEN EXPECTATIONS WITH DIGITAL SERVICES**

cBrain provided an end to end digital case management service for citizens in Rudersdal.

## CUSTOMER PROFILE

**Customer Name**  
Rudersdal Council

**Sector**  
Local Government

**Citizens served**  
55,000

**Service Provided**  
F2 end to end case management for technical and environmental issues



### BENEFITS ACHIEVED:

**CHANNEL SHIFT TO DIGITAL CHANNEL AT ALMOST**

**100%**

**70%**

**INCREASE IN CASELOAD HANDLED WITHOUT ADDITIONAL STAFF**

**FREEDOM OF INFORMATION REQUESTS REDUCED BY OVER**

**50%**

## THE CHALLENGE

Rudersdal Council wanted to improve citizen service for technical and environmental issues. Typically citizens would contact the council by phone, in person at the Council offices, or by using a static form on the website.

At the same time they needed to reduce costs. Internal operations were using a case management system but it lacked consistency of data. It was difficult to find and share information about cases, and had no record of how cases were solved. A lot of communication was via email, which meant that important information was locked in users' internal mailboxes.

The challenge from Rudersdal was to reduce avoidable contact from citizens and be more open about case status with citizens. They also wanted to make work easier and more efficient for employees. And finally they needed a single source of accurate and consistent case information.

## THE SOLUTION

Rudersdal Council wanted an end to end digital service, and they selected cBrain's F2 platform to support that. New, responsive web forms were created for citizens to intelligently report issues from mobile devices. These were integrated with a back end case management platform. The data from citizen forms create cases automatically and allocate them to the correct department.

For internal case workers, e-mail was integrated with the case management system. This meant that emails between the Council and citizens or suppliers were automatically added to the case. It also meant that internal employees no longer had to worry about archiving emails in the correct place. The F2 management system indexes emails so they are fully available for search. Internal users can quickly find out the status of a case and follow any ongoing discussions.

Rudersdal used checklists in F2 to put in place the detailed operating procedures for cases. This ensured that all cases received consistent and fair treatment from the council. It also meant that simple steps could be automated, and steps that didn't add value could be removed from the process. Users can clearly see what actions have been done and what are outstanding.

Rudersdal also decided to make case information available to citizens. Citizens can directly search online for any case that does not contain personal information. Citizens can also track details of their own cases directly, either by email or on the website.

## THE BENEFITS

Rudersdal has provided an effective digital service to almost completely shift users to a digital only channel. They receive hardly any phone calls into the service centre, and no-one reports issues at the council offices any more. Citizens show a clear preference for the digital service because it works.

Internally, the team has handled more than 70% more cases while reducing associated payroll costs. By publishing case data online, the number of Freedom of Information Requests has been reduced by more than 50%.

Rudersdal also got an unexpected benefit. Internal employees started using the service to report any environmental issues when they were out and about. Smaller problems now get addressed earlier before they become expensive to resolve.