

PRESTON CITY COUNCIL - TRANSITION TO SELF SERVICE

Introduction

Preston City's journey with ScanStation and MyScan came about as a result of the need to reinvent the way that their One Stop Shop (OSS) within Town Hall operated and functioned. The One Stop Shop faced inefficiencies that had a measurable effect on both staff resource and customers

The Challenge

Staff frequently found themselves spending considerable time dealing with administration processes (scanning documents on behalf of the customer) whilst dealing with the more complex enquiries. Customers on the other hand were subject to long waiting times, from the first visit to the reception all the way to receiving their documents back.

Staff often had to spend in excess of 10 minutes per customer (scanning & indexing documents)



Preston was quick to realise that a manual paper-based method of operating was not sustainable in providing good customer service as well as diminishing the roles of staff who were best suited to directly helping customers and not overseeing long queues.

Thus the decision was made to implement ScanStation, an easy-to-use Android app, housed on wifi-connected tablets sealed within a bespoke furniture solution. As a result of a design crafted in partnership with Customer Service Managers, its features and benefits directly and efficiently tackle the issues Preston and many other councils' customer service teams face. Generating financial and time savings, as well as crafting an avenue for a greater digital expansion and transition.



- **Designed in partnership with Customer Service Managers**
- **Ensures quality images every time**
- **Can integrate with any back-end system**
- **Simple, accessible customer-focused solution.**

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- **Scan at home or on the go**
- **Fully branded to the local authority**
- **Intuitive experience designed with the user in mind**
- **Browser based web app - allowing use from a multitude of devices**

[Click to find out more](#)

Later in 2021 the decision was made to additionally bring onboard MyScan, a browser based web-application that serves as an extension to ScanStation, allowing customers to freely access ScanStation on any desktop or mobile device with an internet connection. Self service through ScanStation within the councils OSS and utilising the mobile solution (MyScan) has delivered such an impact that it's given Preston the opportunity to shift operations in the One Stop Shop, providing an improved level of customer service to those who still need it.

Background

Prior to implementing ScanStation & MyScan, Preston's Town Hall was under a great amount of pressure to cater to masses of customers looking to speak to various departments on a daily basis - with a majority having enquiries, or bringing in documentation in support of Revenues and Benefits services. All foot traffic was filtered through reception who's two person team ensured that each customer coming through the door was seen by an appropriate advisor as soon as possible.

Over 21,000 pages

Scanned by OSS staff (2017 figures).

Over 67,000 pages

Scanned by the Revenues and Benefits admin team on behalf of R&B for documents which had been posted in, or left at reception.

Minimum of 1-2 minutes to in excess of 10 minutes per customer

Depending on the type and number of documents requiring scanning and indexing.

Customer service advisors were frequently overwhelmed by having to take care of all appointments coming through the door (avg. of 50 per week), scanning documents on behalf of customers, as well as having to manage time and attention that was required for more complex cases. With the amount of daily foot traffic and long wait times, the OSS was bustling with activity from 9am till 5:30pm requiring 30 hours of staff time per week just to oversee appointments and drop ins.



Handling of appointments and drop ins required 30 hours of staff time per week

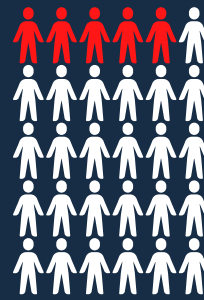


Average of 50 appointments per week making their way to the OSS

Introduction of ScanStation

Since implementing ScanStation & MyScan, a number of changes have occurred at Preston's Town Hall that have greatly improved efficiency.

Beginning with the floor team, previously there was an average of 30 hours of staff time every week dedicated to the handling of drop ins and appointments alone – currently, there is usually one member of staff posted in the One Stop Shop using an average of only 5 hours of staff time per week. This represents a decrease of 83% in staff time dealing with customers face to face.



**83% decrease
in the amount
of staff hours
needed to
handle F2F
visits**

There is no longer a requirement for staff to manage long queues of customers, their roles have specialised to providing improved and effective customer service. That is in great part due to Preston's active push for their customers to self-serve their document scanning needs using ScanStation within the OSS and from home using MyScan. A push for greater digital proficiency with the opening of more online forms has further reduced the number of visitors to the OSS and telephone calls by enabling customers to do more for themselves, at a time which is convenient to them, rather than relying on council staff.



- **Simple, non-technical, accessible web app on familiar technology**
- **Enables advocates/family/friends to progress claims on applicant's behalf**

With customers of all age ranges and backgrounds now able to self-serve using MyScan, the footfall within Preston's One Stop Shop has fallen to the point that staff now have more time and resources to be able to engage with customers over the telephone and through the info@ mailbox. These changes have meant that everyone is getting an improved experience, even those who require assistance can benefit from the use of MyScan as it is used by staff who undertake home visits for disabled facility grants.

Today the One Stop Shop at Preston's Town Hall operates on an appointment basis. Any customers dropping in to provide supporting documentation, are directed to the ScanStation kiosks to scan their own documents for a number of council services. This has seen a 90% decrease in booked appointments in the OSS from an average of 50 per week down to only 5 per week.

90% decrease in booked appointments in the OSS from 50 per week down to only 5 per week



Previously, over half of all documents left at the reception had to be posted back to the customer



An underrated benefit has been observed at the One Stop Shop post ScanStation/MyScan. Previously customers would be unwilling to wait to see a member of staff, as well as a lack of resources preventing them from being able to complete a scan. This equated to approximately 9000 documents (67,000 pages) being left at the reception. These were sent up to admin staff for scanning and then around 54% of the documents had to be posted back to the customer, which was a time consuming and expensive process. This is no longer the case as ScanStation has taken waiting times out of the equation in addition to MyScan keeping the majority of customers at home self-serving their own document scans.

Statistics and figures post implementation

Figures from Preston's revenue and benefits service area

27,677

Total number of pages
scanned using ScanStation

.....

9,251

Total number* of
ScanStation customers
since going live

*up to the end of 2022

.....

> 4,000

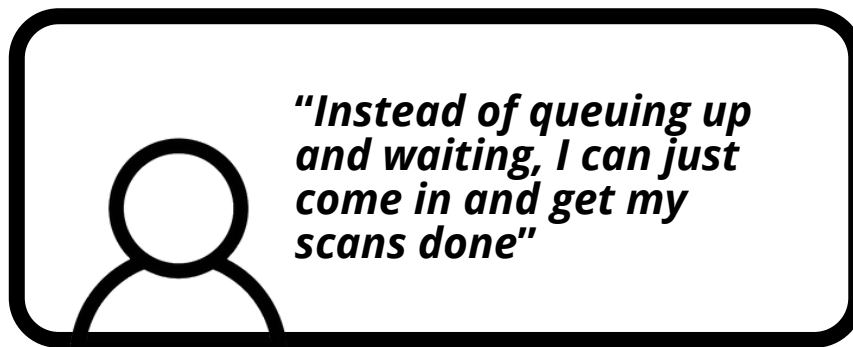
Total number of files scanned
for all services via MyScan for
the period June 21 to the end of
December 2022

Service areas that have shifted onto digital post implementation

Council tax, homelessness, housing benefit and council tax reduction, housing register, welfare benefits and debt advice.

Feedback

With ScanStation, staff were able to familiarise themselves with the system in the span of a few minutes. The ease of use is such that there is no need for formal training, user friendliness has also allowed customers to quickly get to grips with the system with one customer noting



"ScanStation has reduced waiting times in our One Stop Shop as well as the number of people queuing to get a document copied. There is less footfall at reception as customers are happy to go directly to ScanStation and start using it. They like the fact that documents go straight on to the systems and are automatically passed through to the relevant department. They are impressed with how very simple and easy it is to use. It has also meant that reception do not have to photocopy documents anymore for those customers who were in a rush and did not want to wait."

Staff from Preston's One Stop Shop



Special thanks to Debbie and the team at Preston for helping us produce this case study.

lookinglocal

If you are looking to get in touch regarding a demonstration of ScanStation & MyScan then please request a demonstration via the link below.

about.lookinglocal.gov.uk/request-a-demo



For further details on both platforms please follow the links below to each respectively.

about.lookinglocal.gov.uk/scanstation

about.lookinglocal.gov.uk/myscan