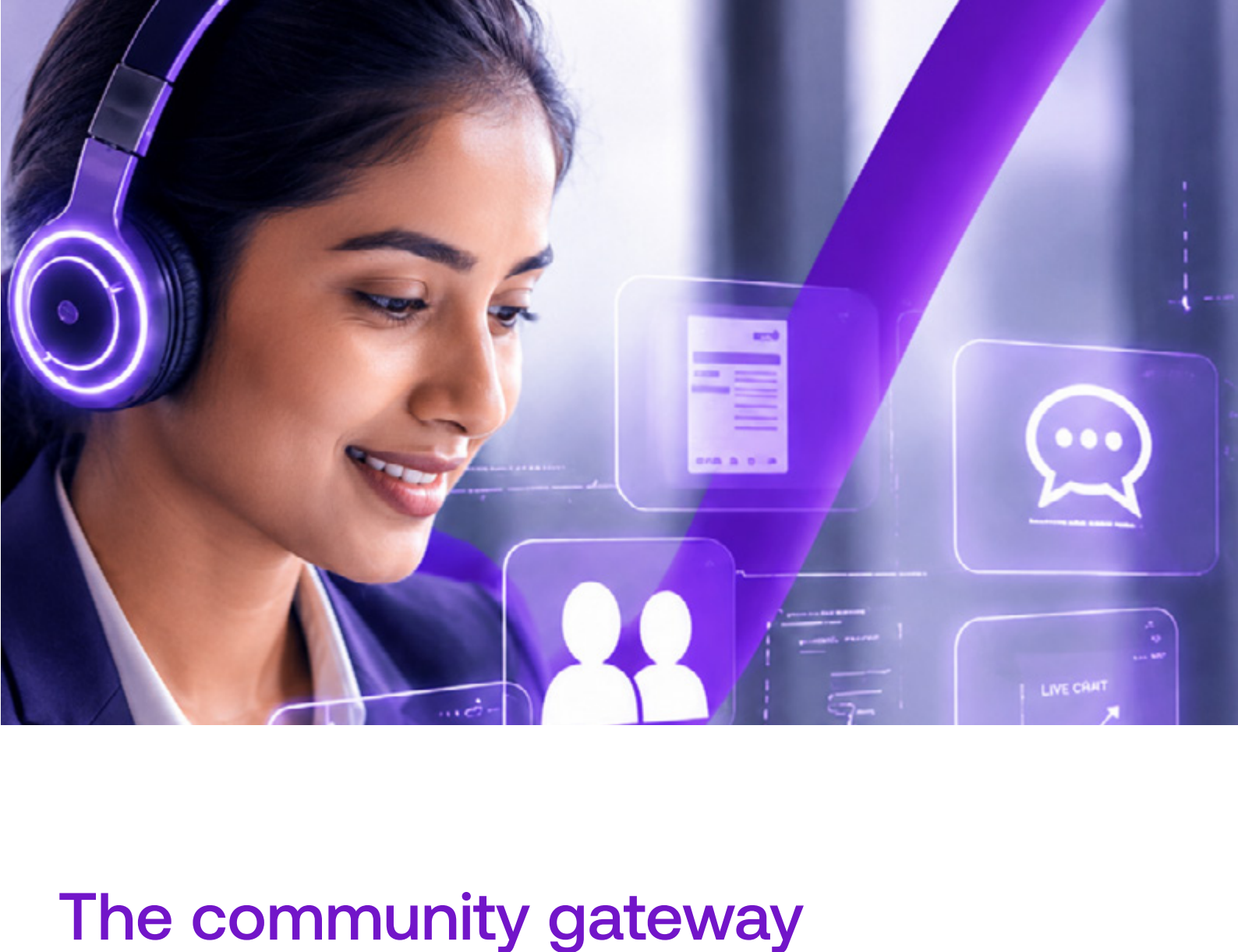


How West Lindsey District Council got the power to adapt, innovate and deliver

Valuable insights and learnings from the latest Kerv local government CX roundtable

[WATCH VIDEO](#)



The community gateway

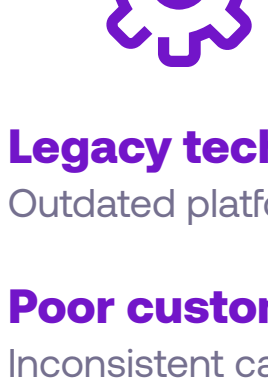
The West Lindsey District Council (WLDC) contact centre is the primary gateway to more than 30 council services and serves as the first point of contact for residents. It handles a wide range of enquiries, from routine requests such as garden waste, benefits and council tax to complex and sensitive issues, including homelessness and anti-social behaviour.

One of England's most rural and deprived districts covering **447 square miles** north of Lincoln.

1 in 5 residents are vulnerable or of retirement age, with many living in remote locations.

By **2030**, the retirement-age population is forecast to increase by **30%, 2x** the national average.

At least **2 weeks** of intensive advisor training required for each service area.



Why WLDC had to evolve

Legacy technology

Outdated platform with limited scalability and flexibility.

Poor customer experience

Inconsistent call quality and unreliable performance.

Complex IVR journeys

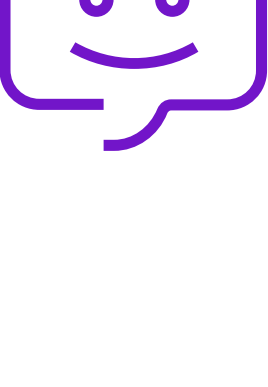
Long, repetitive menus created unnecessary effort.

Limited insight

No real-time reporting or actionable operational analytics.

Voice-only service

Restricted digital transformation opportunities and customer choice.



The opportunity

Outdated platform with limited scalability and flexibility.



Simplify resident journeys



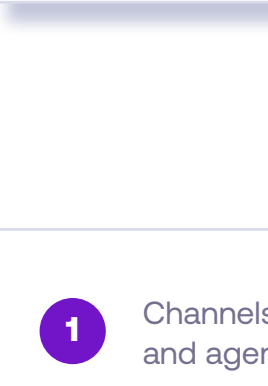
Improve resident outcomes



Empower advisors

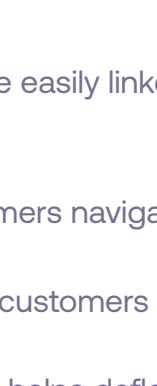
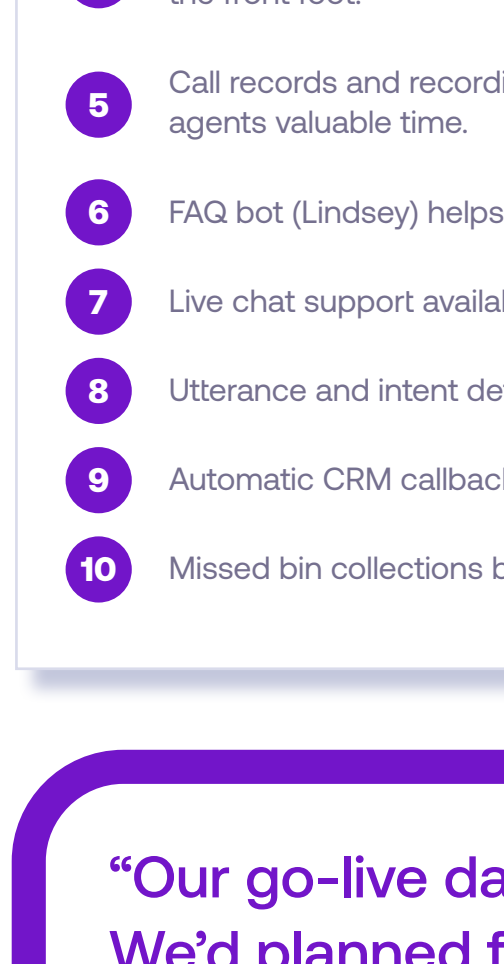


Drive operational efficiency



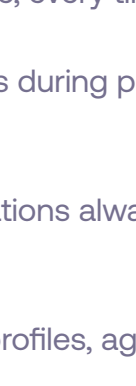
Turning vision into reality

Kerv specialists helped integrate Genesys Cloud with the Council's CRM system – before transforming its contact centre with **live chat, bots, smart call deflection, analytics, real-time reporting** and more.



A six-point plan for government digital reform

1. Join up public sector services
2. Harness the power of AI for the public good
3. Strengthen and extend our digital and data public infrastructure
4. Elevate leadership, invest in talent
5. Fund for outcomes, procure for growth and innovation
6. Commit to transparency, drive accountability



- 1 Channels, people, tools and data standardised on a single Genesys Cloud platform and agent workspace.
- 2 Voice-driven IVR guides customers to the correct place, first time, every time.
- 3 SMS messaging promotes self-service and reduces call volumes during periods of high demand.
- 4 Integrated scripts ensure phone, email and messaging conversations always start on the front foot.
- 5 Call records and recordings are easily linked to CRM customer profiles, again saving agents valuable time.
- 6 FAQ bot (Lindsey) helps customers navigate the website and find information faster.
- 7 Live chat support available for customers with more bespoke needs.
- 8 Utterance and intent detection helps deflect and redirect non-WLDC queries.
- 9 Automatic CRM callbacks ensure no customer is left unheard.
- 10 Missed bin collections bot releases the human touch for where it's needed most.

“Our go-live day was a welcome non-event. We'd planned for all the things that could go wrong, but it went like a dream. Our old system was switched off at 5pm and we were up and running with Genesys by 9am the next morning, thanks to Kerv.”

-Lyn Marlow, Head of Customer Services, West Lindsey District Council



Delivering results that matter

Within the first six days of migrating to the new Kerv-managed Genesys solution, West Lindsey District Council had realised **10 hours of efficiency gains**.

Introducing new digital and AI tools has contributed towards:

- **Improved first-contact resolution** with fewer transfers.
- **Reduced handling times** assisted by pre-populated customer information.
- **Increased customer satisfaction** with more channel choice and faster service.
- **Greater self-service adoption** using SMS prompts and bots.
- **Improved transparency** with automatic CRM callbacks and linked call records.
- **Better decision-making** with real-time dashboards and reporting.
- **Increased accountability** through improved visibility of customer interactions.
- **Resource optimisation** with better insight into demand and workloads.

Other results to date include:



2734
automatic
callbacks



2311
non-WLDC
deflected
calls



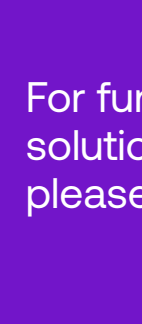
55%
reduction in
customer
wait times



3916
digital bot
sessions



141
FTE days
saved



Click **here** to read the full WLDC case study.

As the longest-standing Genesys Cloud partner in EMEA, **Kerv** has successfully deployed **Genesys Cloud** to over 25,000 agents in 100+ organisations. Drawing on our unrivalled technical support, 24/7 managed services and customer success practice, we obsessively ensure Kerv customers always get the greatest benefit from their Genesys investment.

For further information on Kerv and Genesys solutions, or to register for forthcoming events, please get **in touch**.



For further information or to arrange a live demo:
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