



Bradford City Council resolves constituent complaints with speed and efficiency.

Overview
Bradford City Council Bradford, United Kingdom www.bradford.gov.uk
Industry <ul style="list-style-type: none">Government
Hardware <ul style="list-style-type: none">IBM System p5 550
IBM Business Partner <ul style="list-style-type: none">Lagan Technology Ltd.

www.bradford.gov.uk

“With centralized management enabled by IBM, we can respond to the needs of our constituency faster and have a better idea of what issues affect them the most.”

—Marilyn Brace, head of customer relations,
Bradford City Council

The Bradford City Council makes local government decisions for the city of Bradford in the United Kingdom (U.K.). Currently home to 486,000 people, the city expects to host 511,000 people by 2011.

Challenge

Responsible for a number of important public services, Bradford City Council in the U.K. strives to resolve constituent complaints quickly. But handling of complaints by individual departments had little coordination, or communication leading to confusion, delays in the process and duplicate efforts. Further, reports on complaint type and volume were only generated once per year, limiting politician awareness of the city’s most persistent problems. To better understand and react to the most pressing needs of its constituency, Bradford City Council needed a more efficient way to manage complaints corporately.

Solution

Bradford City Council can now oversee the handling of complaint responses centrally and generate reports on demand. Staff can directly record grievances into a central repository that helps eliminate the potential for duplicate efforts and helps accelerate complaint resolution. It is now also possible to get a global picture of problem areas and negative feedback. In addition, reports can be created at a moment’s notice to keep city politicians abreast of the most pressing issues throughout the year. The complaint management system is based on Frontline for Local Government, developed by IBM Business Partner Lagan Technology Ltd. and powered by IBM System p5 hardware.

Benefits

- Fast, consistent responses help to improve constituent satisfaction
- Satisfaction with the handling of complaints of those who had actually made a complaint to the Council has risen from 56% to 63%



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Global Solutions, Industry Marketing
294 Route 100
Somers, NY 10589
U.S.A.

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