

Digital Services: Case Studies

March 2026

Completed Work



Digital Services: Case Study



CRM

Digital Services developed a user-centric Customer Relationship Management (CRM) system within Netcall to replace the outgoing legacy system and accelerate the Council's digital transformation. The platform has helped to streamline processes, reduce double-handling, and improve the user experience, allowing information and cases to move seamlessly between services areas.



Our Aims



Create an easy and efficient CRM system for staff, streamlining processes



Create a basepoint for other builds, allowing future projects to be connected to one central system, unifying customer data and experience



Prevent future costs by developing and maintaining internally, rather than legacy system renewal and external support costs

The Results



A **straightforward and easy to navigate** system that makes cases easier to manage for the Customer Service Centre



Reduced administrative burden, such as double-handling and duplication of cases, and automated reporting



Enabled connected systems across services areas, such as Waste and Grants

Digital Services: Case Study



Hitchin Town Hall Booking

Digital Services built a new booking system for Hitchin Town Hall to replace their outdated legacy system, allowing customers to self-serve for enquiries and booking requests. The new system allows the Town Hall team to manage bookings effectively and provides scope for integration with the council's new finance system.



Our Aims



Improve customer experience by providing an enhanced booking form that allows customers to provide more information



Automate booking quotes and communications to provide greater flexibility and reduce administration



Replace outdated legacy system with a modern interface that can be integrated with new Windcave payment system

The Results



Delivered a comprehensive booking form with a modern design and built-in features such as room layout selection



Implemented automated cost calculations, allowing quotes to be generated and easily sent automatically



Provided a built-in messaging system for officers to manage communications in once central location

Digital Services: Case Study



Careline OOH Ticketing System

Digital services built a bespoke platform to replace Careline's outdated Out of Hours ticketing system. The new system allows Careline staff to efficiently and easily manage their out of hours tickets and external contractors, and brings all processes and procedures into one place.



100% of users surveyed '**strongly agree**' or '**agree**' that the new system makes OoH Repairs **easier to manage** in general and that the new OoH Repairs system is **easier to use** than the legacy system.

Our Aims



Streamline processes for the Careline team, making the ticketing service more efficient by reducing steps



Enable the Careline Admin team to more efficiently manage, update, and maintain their own application & tickets



Create reports that allow the Careline team to analyse their outputs

The Results



Reduced time and frustration by improving processes and user experience for the Careline team



Future proofed the Council against the burden of an expensive vendor product costing more than £20,000 at each renewal



34% faster on average to process a ticket on the new platform vs the legacy system

Digital Services: Case Study



Waste

A garden waste platform was delivered in line with the change to our new waste provider Veolia in February last year. The system was integrated with ECHO and Windcave payment processing. Following this, 22 additional waste processes were created and integrated to enable customers to manage their waste collections easily online.



31,785 active GW subscriptions on the new system with **15,619** subscriptions created since the platform went live.

Our Aims



Develop a fully functional garden waste platform in time for contract change-over, and closure of previous system



Improve UX and reduce burden on Waste and Customer Service teams by providing accessible and automated waste services online



Prevent future costs by developing internally, rather than procuring third-party systems and ongoing support

The Results



An **accessible and connected** waste platform, reducing administrative work across teams, and providing improved customer experience



Consolidated systems in house, reducing the cost of third-party procurement



Brought support and maintenance in-house, allowing for faster response time and greater control and flexibility when issues arise

Digital Services: Case Study



Polling Station Lookup

A streamlined, accessible online lookup platform created by our Digital Support Apprentice that enables customers to provide their postcode and find out where their polling station is.



Our Aims



Enable customers to enter their address in multiple formats



Optimise the platform for mobile devices



Reduce Customer Services contact volume during election periods

The Results



Easier maintenance and updating with the use of imports



Consistent theming used across other Netcall applications and forms



Reduction in cost by hosting on Netcall instead of DMZ server

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Self-Build Register

The Self-Build Register was previously managed through a manually updated spreadsheet. Digital Services created a new system connected to the online form, which consolidated the existing data and automatically updated with new applications. Now, all cases are held in one place, and Officers can search using multiple criteria.

Our Aims



Create a **more efficient way** to view and track and requests for the Self-Build and Custom Build register



Create a **connected system** to automate updates to the register



Create an **enhanced search function** to provide more customisable search requests

The Results



Centralised previously siloed datasets



Improved functionality and efficiency of the platform



Reduced time on manual searching across multiple locations



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Grants

The Legacy Community Grants database was outdated and difficult to use, and the team were reliant on emails and locally stored Excel files to manage applications and tracking. The Digital Services team developed a platform to manage the process from end-to-end, from initial application, to categorisation and assessment of eligibility, to monitoring live grants and reporting.



Our Aims



Streamline applications, tracking and reporting to reduce administrative burden



Centralise the process of gathering information and making decisions into one platform



Create reporting capability to analyse grant applications and funding availability

The Results



Reduced admin time for the Community Partnerships team by bringing processes under one roof and streamlining communications



Improved process for customers and greater visibility of application with live updates



More accessible application data that can be leveraged for reporting

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Our Aims



Provide **greater visibility, access, and coordination** to internal and external consultees



Improve user experience by enhancing the application's flexibility



Create a dedicated portal to view and manage applications

Digital Services created a platform to track and manage SAG requests and reduce the amount of manual coordination and collation of documents and responses. The new platform automates much of this process and allows internal and external parties to assess and respond to requests within one system.

Projected Results



Reduced manual coordination and collation of documents and responses, dramatically reducing administrative burden



Improved ease of access for customers, and easier communications



Enhanced functionality for internal and external users and applicants



Work in Progress



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TechOne Integration

A system integration between Netcall and the TechOne (CiA Anywhere) finance platform to validate Direct Debit details in real time and automate the transfer of Waste and Grants payment data. This reduces errors, removes manual admin, and simplifies finance processes.



Our Aims



Reduce preventable payment errors by validating Direct Debit details during submission



Enable automated transfer of payment data between Netcall and TechOne



Reduce reliance on manual data handling and spreadsheet-based processes

Projected Results



Reduction in failed payments by preventing submission of invalid payment details, reducing administrative burden and improving UX



Reduced manual effort for service areas and Finance by removing reformatting and import steps



Faster and more reliable processing of Waste payments

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Online Processes

Alongside larger project work, Digital Services also work on ad hoc and standalone requests. Requests vary, and have included improved processes, online forms or trackers, reporting tools, or integrations between Netcall and external systems. Service areas include Careline, Revenues, Parking, and the GIS team.



Our Aims



Improve efficiency of services and processes, reducing manual admin enabling easier self-service



Improve user experience for our Customers and our Internal Teams



Enable better reporting by consolidating data on form contact

Ongoing/Projected Results



Easier process for customers to complete and return forms



Reduced administrative burden for our teams, with simplified processes and clear audit trails



Reduction in siloed data by bringing more systems under one roof

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Business Process Analysis

Digital Services are analysing processes across the Council to assess and prioritise where our services can be optimised, streamlined or automated to improve customer and user experience, and reduce administrative burdens on our teams. With LGR approaching, this also provides an opportunity to map and understand our processes, and place us in a strong position for the changes ahead.



Our Aims



Reduce administrative burden and increase Council efficiency by optimising and streamlining processes

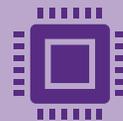


Identify opportunities for system integration or building bespoke systems in Netcall where appropriate



Reduce costs of supply and maintenance from third parties by moving away from legacy systems where appropriate

Projected Results



Opportunities identified for system consolidation and potential integrations into Netcall



Recommendations made for streamlining or automating processes



Process library created in preparation for LGR

Digital Services: Case Study



Copilot

Digital Services are working to roll out Microsoft Copilot across the Council. With support from IT, we are building a governance framework for procurement and acceptable use, and working with service areas to establish use cases, see where licences will have the greatest impact, and provide training and support to use Copilot responsibly and effectively.



Our Aims



Identify opportunities to support with administrative tasks, saving time and increasing efficiency in day-to-day tasks



Build effective governance frameworks, beginning with considered policies to ensure secure and responsible use of artificial intelligence (AI)



Support the continued use of Copilot chat and expansion of licenses

Results so far



Copilot licenses in use across the council demonstrating various use cases, and plans agreed to increase the number of licences available



Progress made in AI implementation in line with our Digital Transformation ambitions



Policy approved for Copilot

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Apprenticeships

Four of the Digital Services team have undertaken apprenticeships as part of our commitment to continuous learning. Two Officers have completed a Level 4 Data Analytics apprenticeship, and one Officer has completed a Level 3 Digital Support Technician apprenticeship. One apprenticeship is ongoing.



Our Aims



Develop technical skills and knowledge across the Digital Services team



Increase confidence of Officers in their technical understanding and presentation skills and encourage knowledge sharing across the team



Support the growth of our Officers' abilities and careers

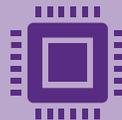
Results so far



Distinctions achieved by both of our Data Analytics apprentices and a **Merit** for our Digital Support Technician apprentice



Broadened knowledge of the landscape of digital work in Local Government, through working with apprentices from other authorities



Enhanced understanding and skillset of technical processes