



## Helping clients deliver efficiency

## Case study

In 2003 Zipporah was formed with the purpose of delivering online applications that would help improve service levels for customers and also deliver greater efficiency for the organisation as a whole. Since our formation we have

delivered a vast array of systems to a wide selection of clients and in each case these values have been maintained and delivered beyond all expectation.

## Client knowledge

Our clients are no fools, they realise that the delivery of online services that allow customers to interact directly with the services they require brings with it a range of benefits:

- All service users, whether staff, contact centres, customers/public users or even third parties have access to the same core information which ensures they all have the same understanding.
- Online services can mean less direct calls.
- Staff are freed to undertake the more productive areas of their business.
- Online systems meet the needs of a growing demographic of people that use the internet and need service that extends beyond 9-5.

These factors alone ensure that customer satisfaction is increased through the increased access levels. It encourages the public to see such services available as it suggests a forward thinking organisation striving to meet the changing needs of the society in which they operate.

When considering statistics that suggest that the saving of online service requests when compared to face to face transactions can be as much as £11, it's not difficult to see why online services continue to be popular with businesses.

## Zipporah Innovation

Zipporah have built several products to deliver greater online service and access for the public to the services of the organisation, including applications for:

- e-booking
- e-commerce
- workflow and form creation

However, Zipporah seek to deliver more than simple answers that just put an online form onto sites and then leave all the work to be continued in the back office. This gives no added value and certainly delivers limited efficiency.

At Zipporah we have taken the products forward from simply making a public request to include the workflow and management that is needed to provide a system that gives an up to date view for all users. By providing a service that allows for fuller management, Zipporah has been able to help deliver greater levels of BPR as well as helping to increase efficiency through the introduction of a single system that often replaces multiple smaller systems and automatically implements the rules and regulations.

This coupled with the simplicity of the user interface available within our products ensures that the systems can be used by anyone without the need for extensive and expensive training.

All Zipporah products also include easy integration methods through a range of simple APIs that we provide that can easily meet the integration needs of any clients, allowing users to provide a service which is always up to date and a central entrance point for their customers to a service.





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## Good business

The Zipporah suite of products has been hugely successful in delivering on the initial promise of efficiency, improvements in service to customers and value for money. In addition the service that Zipporah provides continues, in its own right, to be an efficiency saving. Some examples of this value include:

- A large number of our clients have recorded bookings taking place within half an hour of systems going live to the public, even without any publicity. This has included services for London Borough of Croydon and Lincolnshire County Council.
- Integration has resulted in considerable reductions in re-keying of information between systems which reduces error rates and increases available time for staff to undertake their other roles. This has been a key aspect of service deliveries for Basingstoke and Deane Borough Council where the system integrates directly to the financial system where previously re-keying had been required.
- The introduction of the ZEBE-D Booking system with its scripting capacity has allowed services to be introduced into contact centres which were previously deemed too complex or has helped to reduce the level of error where the service is being handled by less service specific teams. This has been recognised in Dudley MBC where the introduction of ZEBE-D was undertaken as part of a move to aid delivery of the service using the contact centre. There has also been high praise from Lincolnshire County Council where they have seen the rates for missed calls fall as they no longer require advisors to have specific training so the calls received for their registration service can be taken by a higher number of advisors.