



EAST AYRSHIRE COUNCIL

CASE STUDY

CUSTOMER DETAILS

East Ayrshire Council

www.east-ayrshire.gov.uk

APTEAN SOLUTION

Respond

SOLUTION

The Housing Service in East Ayrshire Council was already using Respond to manage complaints relating to council housing. It was a logical step to work with Respond to create a database for the antisocial behavior register. All antisocial behavior complaints and community warden incidents are now fed into the Respond system. Users have total visibility over the complaint and incident handling process, and can analyse the data to identify trouble spots.

BENEFITS

- Builds efficiency and cost savings into the complaints handling process
- Enables an accurate and detailed antisocial behavior register to be maintained
- Shared information enables more efficient use of resources across the organisation
- Enables potential trouble spots within the community to be highlighted before they escalate

East Ayrshire Council is driving efficiency gains and achieving excellence in its antisocial behaviour community partnership programme through its effective use of Respond complaint and feedback management software.

Tackling antisocial behaviour is high on the agenda of both central and local government. The challenge facing local councils is how best to identify trouble spots, develop strategies to reduce levels of disruptive behaviour and analyse the results to inform future policy. Under the Anti-social Behaviour (Scotland) Act 2004, all local authorities are required to create and maintain up to date records on antisocial behaviour occurring within their areas. East Ayrshire Council decided that as most antisocial behaviour cases start with a complaint from within the community it made sense to look at how the capture and analysis of those complaints could help towards combating antisocial behaviour.

“We needed a system that would provide us with an accurate way of recording complaints,” explains East Ayrshire Council. “Our aim was to use feedback and complaints as a means of improving our processes and preventing minor problems developing into serious issues. We wanted an opportunity to learn from our experience and try to prevent problems recurring in the future. Essentially we needed a system that would enable us to share information with our community planning partners and help establish the root cause of any antisocial behaviour.”

The Housing Service in East Ayrshire Council was already using software from Respond, to manage complaints relating to council housing. “It was a logical step to work with Respond to create a database for our antisocial behaviour register,” says East Ayrshire Council. “The software was very easily adapted to meet this new requirement and we were able to learn from the expertise we had built up in capturing and managing service complaints.”

All antisocial behaviour complaints and community warden incidents are now fed into the Respond system. “We have total visibility over the complaint and

incident handling process. We can keep tight control over the information and see exactly where we are at any given time," says East Ayrshire Council. "We then analyse the data to identify trouble spots."

COMMUNITY SPIRIT

In order to tackle antisocial behaviour effectively local councils must work in partnership with other local organisations and community bodies. The Housing Service's Anti-social Behaviour Team won the East Ayrshire Council's Excellence Award for Partnership Working. Part of that success can be attributed to the Team's ability to share information on antisocial behaviour with community planning partners.

"Based on the analysis of data within the Respond system we can tell, for example, that in a particular street or area there is a problem with underage drinking, youths gathering, vandalism, etc.," explains East Ayrshire Council. "We deliver that information back to the Community Planning Partners Problem Solving Group who use it to determine how best to deploy resources to tackle a particular problem."

The East Ayrshire Community Wardens, funded by the Scottish Executive, are the eyes and ears of the communities they serve. In East Ayrshire the wardens benefit from the use and access to the Respond database. The ease of use and the visibility of information saves time by reducing the need for duplicated data entry whilst highlighting problem areas, enabling the wardens to determine where their time is best spent. "Our wardens are much happier," comments East Ayrshire Council. "They are spending more time on the streets assisting the public by identifying and resolving issues."

All Scottish Councils are required to produce reports for the Scottish Executive that detail the types of antisocial behaviour taking place and how they are dealing with it. In East Ayrshire

the management information from Respond provides more than enough detail relating to antisocial behaviour to support the Community Planning Partners' on-going campaign, enabling them to set targets for a statutory outcome agreement which is required to secure additional funding for the initiative. "It allows us to look at the base line and work out what we want to improve and how best to deploy resources." says East Ayrshire Council.

LEARNING FROM EXPERIENCE

Recognising the value of complaints has really paid off for East Ayrshire Council and for the community at large. Respond has helped the Council's Housing Service build efficiency into the complaint handling process and consequently all complaints about antisocial behaviour are dealt with promptly. Members of the public can even log and track the status of their own antisocial behaviour complaints using the Internet.

Using Respond, the Housing Service in East Ayrshire has turned complaints handling into a means of improving processes to tackle antisocial behaviour. "It's a first class system," concludes East Ayrshire Council. "It gives us complete visibility over all the trouble spots in the community and has proved a vital tool for capturing information, analysing it and feeding it back into the system to improve the way we are working."

By listening to the community through the complaints it receives on an ongoing basis East Ayrshire Council's Housing Service is making informed judgments about what works and what doesn't when it comes to reducing antisocial behaviour. By recognising the value of complaints the Housing Service can It's a first class system, it gives us complete take action and deliver real results where they matter most.



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