Tweed Shire Council future-proof their A+ CX delivery with Premier Contact Point

Based in the Northern Rivers region of northern NSW, Tweed Shire Council delivers over 50 services to a rapidly growing community. Working with community and partners, Council provides leadership in facilitating and delivering services that manage growth sustainably.

The situation

Tweed Shire Council needed to upgrade its aged system which lacked the required functionality to deliver outstanding community support and customer service.

They also needed a solution that could scale alongside their growing region and minimise any growing pains for their staff or customers during the pandemic and into the future.

Premier's response

Premier implemented their enterprise grade cloud solution to streamline Council's contact centre requirements and improve their overall staff and customer experience.

Accessibility and efficiency enhancements included the use of intuitive configuration tools enabling Council to manage its own callflows and queue announcements, agent auto-answer functionality and multi-tiered disposition codes.

By implementing an omnichannel agent desktop Premier made it easy for Council to manage inbound voice and digital conversations in one intuitive platform.
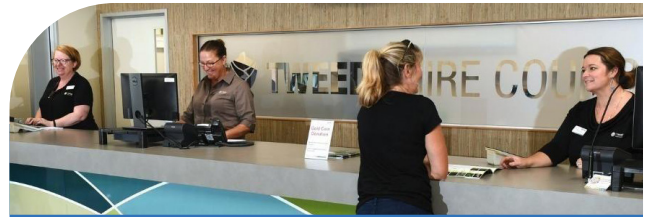
"The ongoing support from Premier's service desk team is excellent as they're always available to assist with any system changes or answer our questions. They made us feel heard and valued. They treated us and continue to treat us as highly and respectfully as they would some of their larger clients. This for us has been invaluable and has made Tweed Shire Council a great fan."

Anthony Morton
Customer Service Leader, Tweed Shire Council

Outcomes

- Once on-boarded to Premier Contact Point, contact centre staff experienced improved customer satisfaction scores.

- Improved call queue functionality helped to reduce queue wait times, and calls being routed to the right staff member.

- A reduction in abandoned calls was also achieved via our auto-call feature, reducing the time it took for agents to answer calls.

- Overall, Council has been able to transform customer engagement while reducing their contact centre cost and complexity.

Is your organisation gearing up for a CX transformation project? Book a discovery session today!

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