



## OVERVIEW

Gedling Borough Council is home to 114,000 citizens and covers the north and northeast areas of Nottingham, UK. The borough has 50 elected councillors spanning 21 wards.

## POPULATION

114,000

## SOLUTIONS

**GovDelivery  
Communications Cloud**  
(active since 2015)

## BETTER CITIZEN ENGAGEMENT REDUCES CALL CENTRE COSTS BY 14%

### SITUATION

#### Transition citizens to an online council tax billing system

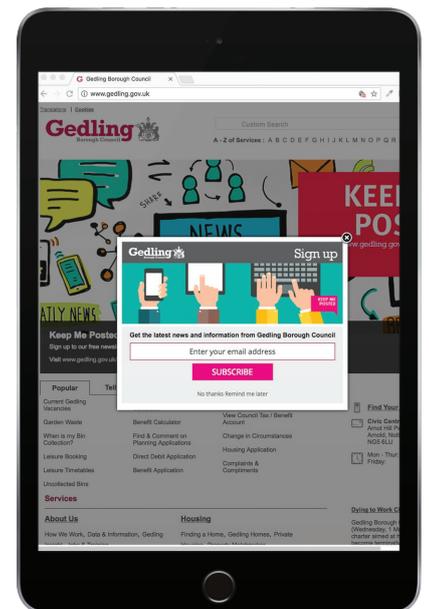
Each year Gedling Borough Council collects council tax from every household; a process which has traditionally caused extra work for staff during the billing period and a huge influx of phone calls from citizens who have questions about paying their tax bill. Council leaders needed to find a way of reducing the number of calls to their call centre in order to free up staff time and reduce call centre fees. They had to get more people managing their tax payments via Direct Debit and their account details online.

### SOLUTION

#### GovDelivery Communications Cloud increases engagement and cuts costs

In an effort to increase the number of people managing their tax payments and details online, and residents' awareness of other council services, Gedling used the GovDelivery Communications Cloud (by Granicus) to encourage more people to subscribe to its "Keep Me Posted" email bulletins service. This gave the council an opportunity to engage people in advance of the council tax billing period, ensuring they were well informed and less likely to need support over the phone.

The Council Tax team at Gedling provided the Communications team with email addresses for 10,090 residents and together they identified the campaign's key messages. They sent an email bulletin to those people, directing them to the online council tax services, along with an incentive encouraging residents to sign up to bulletins from other council services too.





*This campaign was a really easy way to get in touch with residents and reduce avoidable contact. We had to make sure we were careful with the data and only used it for the purposes of council tax but the overall result and savings speak for themselves. We definitely recommend this and will be doing this every year, building on the success of last year."*

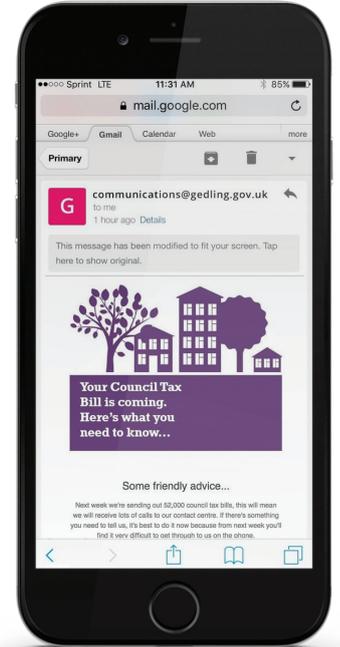
*Rob McCleary, Communications Manager, Gedling Borough Council*

## RESULTS

### Reduced phone contact, increased efficiency and financial savings

As a direct result of the email campaign, more citizens were able to pay their bill and update personal details online instead of feeling the need to call. This led to 3,500 fewer calls in total to the Council Tax team in comparison to the same period the year before, representing a saving of £8k on phone contact costs.

The email campaign saw a ~70% open rate and prompted 1,000 residents to subscribe to other updates via Keep Me Posted, increasing the council's reach for other campaigns. The team used the analytics available in the GovDelivery system to cleanse and update its database, removing any invalid email addresses.



## METRICS

**3.5K** fewer calls

**£8K** in savings for the council

**14%** reduction in calls from residents

**Easy online** customer experience

**More efficient** records management

**10K contacts targeted** in specific campaign

**1K new subscribers** to other services' updates

## ABOUT GRANICUS

Granicus provides technology that empowers government organisations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organisations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimising decision-making processes, Granicus strives to help government realise better outcomes and have a greater impact for the citizens they serve.