

Devonport City Council boosts service delivery with Dubber Moments: Complaints



The Customer Situation

- Local Government servicing 26,000 residents in Tasmania
- Operating a call centre with a dedicated team of 7 employees
- Requirement for more than call recording
- Need to identify complaint calls without extensive resource hours
- Continual training and coaching staff takes time and resource
- Recommend improvements to municipal departments via real-call data
- Budgetary constraints

The Dubber Solution

- In consultation with Telstra, Devonport implemented Dubber Moments - Complaints
- AI insights and Conversation Intelligence analysing all contact centre calls
- No implementation time with the 'out-of-the-box' solution
- Instant improvement with the ability to identify complaints with 90% accuracy
- Complaints can be escalated and addressed quickly via data-based decisions
- Reporting to the community showing high quality service

The Relationship

In 2021, Devonport recognised the importance of gauging customer sentiment concerning their service delivery. Since you can't manage what you can't measure, Devonport proactively engaged their telecommunications partner, Telstra, in pursuit of a viable solution. The outcome of this collaborative effort was the adoption of Dubber.

As a Telstra TIPT (Telstra Internet Protocol Telephony) customer who had already migrated their telephony services to the cloud, integrating Dubber into their operations was a seamless process, requiring only a day for activation. Consequently, calls were promptly recorded, and customer sentiment was systematically captured. Following a successful three-month trial period, Devonport swiftly grasped the inherent value of Dubber's capabilities.

Fast forward two years, and Devonport had reached a point where they were poised to progress to the next phase: harnessing the power of artificial intelligence (AI) to further enhance their customer service initiatives.

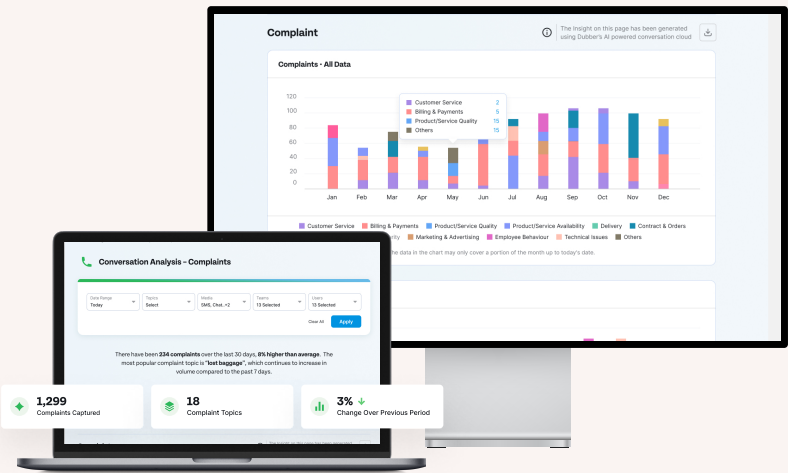
The Customer

Devonport City Council is a local government body situated in the Northwestern region of Tasmania, serving a population exceeding 26,000 residents. Devonport operates a call centre dedicated to facilitating support services offered by the council to its community. The council, characterised by its modern and forward-thinking approach, has effectively harnessed the advantages of digital transformation throughout all its operational facets, including the call centre. This strategic initiative has yielded enhanced efficiencies for council staff and an improved level of service delivery to the community.

"We were enthusiastic about collaborating closely with Dubber on their Dubber Moments initiative to leverage additional artificial intelligence capabilities within the solution. Each of our voice calls captures a wealth of valuable content, and utilising AI to pinpoint moments of complaint within these calls, where service issues within the community may be identified, holds significant value."

Devonport has earned acclaim for its transformative efforts, particularly through the implementation of the 'Living City' initiative, which stands as one of Tasmania's most substantial urban renewal and investment undertakings. This initiative has catalysed significant interest and growth in the region, encompassing both commercial and residential domains.

Within the call centre, a dedicated team of employees handles inquiries and requests originating from across the entire council spectrum. These inquiries can encompass a wide range of topics, such as parking, road-related matters, waste management, animal control, billing inquiries, permit applications, health and safety concerns, and the maintenance of public facilities, including restrooms and playgrounds.



The Challenge

The call centre had successfully used Dubber's call recording functionalities through their Telstra TIPT partnership; however, they found themselves in need of more advanced capabilities. Specifically, Devonport articulated the following requirements:

- Efficiently identify complaint calls without the arduous task of sifting through extensive transcripts or listening to hours of recorded conversations.
- Utilise the content from actual calls to enhance the training and coaching of call centre staff, favouring genuine interactions over staged training scenarios.
- Possess the ability to recommend improvements to other municipal departments based on real data from callers, substantiated by concrete examples.

Devonport was aware that complaints were being received, but the sheer volume of calls, coupled with the absence of software capable of analysing recordings, made cataloguing these complaints a manual and impractical endeavour. The absence of precise data, beyond mere keyword analysis, hindered their ability to collaborate with other departments and provide them with the necessary information to effect meaningful change.

Given the constraints of a tight local government budget, they were not in a position to allocate resources for manual call analysis. Furthermore, they sought a technology solution with a low cost of entry. When Dubber proposed the idea of piloting the Moments feature, Devonport eagerly embraced the opportunity.

The Solution

After consultation with Telstra, Devonport implemented Dubber Moments, featuring Insights and its first module 'Complaints'. They already found Dubber easy to use and understand, so it was a simple transition. There was no training needed, and no implementation time – by the nature of the out-of-the-box solution, Moments requires no in-house development, allowing any sized organisation to benefit from Dubber's award-winning AI powered conversation intelligence.

Dubber took a sample of 2000 calls over all of Devonport's departments to refine Dubber's AI to identify complaints. After refining, Dubber then re-ran data to look at how Devonport categorises all local government calls, and were able to categorise 15% of those calls as complaints, a difficult percentage to detect and analyse manually.

The Benefit

Devonport saw positive changes immediately. By capturing every single recording and assigning a sentiment, it was clear to Devonport that they were gaining access to a wealth of information that would allow them to provide a better level of coaching and training to their customer services officers, improve employee morale, and ultimately to better serve their customers. Team managers in the call centre no longer had to spend the end of their work days listening to escalated calls. With the addition of Dubber Moments, Devonport was able to identify customer complaints with 90% accuracy. This allowed management to identify callers with complaints quickly and take immediate action on their issues, instead of waiting for a customer service representative to escalate or for the complaint to simply show up on a report. They could look at an aggregate view of the issues raised, filter those topics and then quickly look at topics mentioned.

They also get a user view to see which agents are taking which complaints and how effective the team is overall. Management is more efficient and more objective, managing the team and coaching based on customer voice, not just on random selection of calls or calls a manager chose to hear. This also enhanced their training program, as managers are now able to use actual customer calls for training and coaching.



The Benefit Cont'd

These insights weren't just a benefit to the call centre, but to the entire council. The call centre's Customer Service Coordinator, Danielle Harvey, is now able to take the reports provided by her team to other departments and go into monthly meetings with fact-based analysis, not just keyword searches. For example, the council is interested in website performance. She is able to take website metrics and cross-reference them to call centre metrics. When the web team noted that there was a lot of traffic to the rates page on the website, Danielle had data about the high call volume of complaints about rates– and knows exactly what customer concerns and complaints are about those rates.

“Customer Service officers in local government have to have a wealth of knowledge to be able to provide the right sort of response to questions from the community. So it requires ongoing coaching and training and we could see instantly the value that we would gain from Dubber Moments: Complaints.”

They can then suggest solutions – like a self-serve option for rate questions. Danielle is better prepared, with a solid understanding of resourcing, budgets, and the needs of their customers.

Residents benefit, too. Their complaints and concerns really make a difference– and in aggregate, create change within the council. Escalated calls are dealt with more quickly and efficiently, and residents' problems are solved in a much more timely manner. Devonport can demonstrate to the community, through reporting on their website, that the council is delivering a high quality and well-received service. Using AI technology is also great public relations for the council – and helps attract young employees who may not have previously consider a job in local government. There may be a reputation of government jobs being boring or dull, but with the use of AI and other cutting-edge technologies, these jobs become appealing (and maybe even cool!).



Dubber Moments: Complaints

Moments is an award-winning out-of-the-box solution that uses AI to identify complaint calls with 90% accuracy, allowing complaints to be escalated and addressed immediately and ending needing to listen to hours of calls for quality and training purposes.

Escalated calls are dealt with more quickly and efficiently, so residents' problems are solved in a much more timely manner. Reporting allows Devonport to make data-based decisions.

Devonport can demonstrate to the community, through this reporting, that the council is delivering a high quality and well-received service.



The Future

With Dubber, Devonport continues to look at how AI can support themselves and other councils to better understand the voice and needs of the customer – or in this case, their fellow residents. Devonport helped Dubber develop the Service Delivery Moment, specifically to identify the topics that councils (and local governments generally) deal with on any given day. Dubber worked closely with both Devonport and Telstra to identify the needs of councils. This doesn't just cover complaints, but detects and categorises up to 85% of all customer calls into service categories.

Having this insight will allow councils to run customer service teams more efficiently and influence allocation of resourcing and funding based on demand.

“We've had the opportunity to hear from the Dubber team about the Moments roadmap going forward and we know that there's a lot more functionality to come in the future which sounds fantastic and we're certainly looking forward to it”.

Jeffery Griffith,
Deputy General Manager,
Devonport City Council



Unleash the power of your network.

Visit dubber.net for more



7 2 1 7 2 4 \$ 1 1 2 4 3 7 * 1 0 1 b 7 0 e 1 b 1 1
b 4 7 1 7 0 0 4 0 9 3 3 6 0 1 * 0 e 1 b 1 b b e e
7 0 2 0 1 2 3 2 7 6 2 4 0 0 b * * b 3 1 a 7 * 1 b
1 6 0 \$ 2 2 7 5 1 6 @ 4 0 1 a * a * 1 1 x b 3 * 1
4 7 7 2 1 1 4 2 2 2 5 7 2 7 0 * * e a 1 b b e e 1 \$
4 8 2 4 3 2 5 2 3 1 2 7 W 3 0 7 1 a b * e e * 1 * 1 8
2 2 7 3 4 2 7 1 6 1 6 1 1 0 * a b * 1 a * 1 a 1 0
7 1 7 3 0 5 2 2 6 0 5 3 b b 4 7 a 1 0 a b b e 1 b
2 2 2 2 0 3 5 1 7 0 2 7 1 b b * a 1 a e a e 1 a
7 1 7 1 1 2 4 2 3 1 b 6 c a a 2 a a * 5 b e e 1 a
3 1 1 4 1 0 7 2 7 a b 7 7 7 a b b b b e 1 1 b b b
1 1 0 0 2 4 1 0 1 1 a a 7 0 b 2 b a 5 b 1 1 1 a e e
2 1 2 1 1 1 a a * 1 1 0 * 1 a 1 b 7 0 6 1 7 b 1 1
* 0 7 7 1 1 a b e 0 * 6 e e 2 2 1 1 a b e 1 5 e e e
7 b 1 1 a b e b 1 7 0 b 1 b b b 1 1 8 * 1 e 1 1 1
2 1 a * 7 b 2 a c 0 0 b 1 b b * * * 1 1 0 a * 1
b b 7 1 b b 1 b b 0 b a b b b 2 8 b a 1 1 e 1 1 1 e
c 1 c 2 b b 8 c b 3 b a e b 1 1 a a 1 1 1 0 e 1