



## The Client

### Industry

Public Sector

### Size

200-300  
Employees

### Project

Rescue  
(Improving an old system)

## The Background

The SYMCA (South Yorkshire Mayoral Combined Authority) is a government body comprised of the mayor’s offices of major towns and cities across South Yorkshire. The office primarily works towards building a stronger, greener and fairer economy for South Yorkshire, but also places a strong emphasis on improving transport in the area.

The SYMCA is a relatively new initiative, that brought together a number of public departments under one roof for the first time. As you can imagine, this meant a lot of data from many different sources needing to be collated and managed effectively. That is where Cloud9, who have experience creating bespoke CRMs for the public sector, stepped in to support them.



## The Challenge

The challenge for SYMCA was all around how to centralise their Case Management System. Their interactions came from two sources, stakeholders and South Yorkshire constituents, naturally this data often overlapped. This meant that data was often replicated, and accurate reporting was a real challenge.

SYMCA were already experienced with the benefits of a Dynamics CRM, having used an on-premise system to manage transport issues for many years. The new service they required needed to expand on their existing platform, with scope to develop their customer service for years to come.

With this strong focus on support, we decided the perfect solution for SYMCA would be the Dynamics 365 Customer Service module. The customer service module would provide SYMCA with a data-driven and reliable way to record and share all interactions on every case they work on.

## The Solution

Following the consultation process the Cloud9 team were able to implement a bespoke Dynamics365 solution, that was adapted to meet SYMCA’s unique needs.

Chief among the new benefits was account and contact management. Managers can now maintain full visibility of a contact’s enquiry throughout their entire life cycle. It is easier than ever for them to understand performance and gain insights on contacts and the activities that matter most to them.



## What was included?

- Dynamics 365 Service Module
- SharePoint Integration
- MS Teams Integration
- Outlook 365 Integration
- Case Management
- Reporting tools for managers
- Data Import from Excel
- User Training
- Knowledge Articles
- Cloud9 Support

Service improved as well, with the introduction of SLA Management to tract case progress and ensure closure for every contact. The analytics that the new system provided now means that SYMCA can create their own knowledge articles. This means they know exactly how to respond to some of their most frequently asked questions, providing a rapid response that their stakeholders always appreciate.

Throughout the project, Cloud9’s expert team were available when called upon, resolving a number of user issues and reliably delivering a system that SYMCA can now make the most of. The project was delivered on time, and exactly to the client’s specification. While this is always the aim, to be able to deliver based around the strict requirements of a public sector client carries extra significance.

## What can it all mean for SYMCA?

**80%**

Decrease in case backlog

**73%**

Reduction in call handling time

**50%**

Time savings from agent productivity