

A SINGLE POINT OF CONTACT

Transforming Customer Service Delivery in Meath

From fragmented interactions to a centralised, technology-enabled and performance-driven service.

NOAC Workshop 2026 | Meath County Council



comhairle chontae na mí
meath county council

Why transformation was needed

The move to Buvinda House created the opportunity to redesign the service around the customer.



Fragmented service

Customer contact varied across departments and locations.

Duplicated effort

Routine contacts were handled repeatedly through separate routes.

Limited visibility

There was no consistent end-to-end view of customer issues.



How Can We Help?

Designed around the customer

Resolve routine queries early, give customers clear ownership and reduce unnecessary follow-up.

ONE

Single point of contact

FAST

Responsive and accountable

CLEAR

Consistent information

DIGITAL

More online access

FOCUS

Specialists handle complexity

How Can We Help?

One service, multiple ways to connect

A central centre and civic offices offer consistent support in person, by phone and through digital channels.

Buvinda House

Central Customer Service Centre

Civic office network

Kells, Trim, Dunshaughlin, Ashbourne and Duleek

Multiple channels

In person, phone, email, web, social and portal

Accessible, consistent service

Language support, branded points and shared information



How Can We Help?

A five-level service model

The model matches each enquiry to the correct expertise while preserving one accountable workflow.

Levels 1–3

Handled by Customer Service

Levels 4–5

Handled by departmental specialists

Structured workflow

Creation, assignment, tracking and closure through CRM

How Can We Help?

One connected service workflow

CRM, knowledge, digital services and modern telephony support one accountable workflow.

CRM and knowledge

Case management, reporting and consistent answers

Digital services

Payments, web, social and portal channels

Teams Phone

Softphone, queues, call flows and routing

Integrated reporting

CRM workflow with call-volume and performance insight



How Can We Help?

Customer Service Workflow

Dashboards bring case activity, service demand and location patterns into one operational view.

Knowledge base

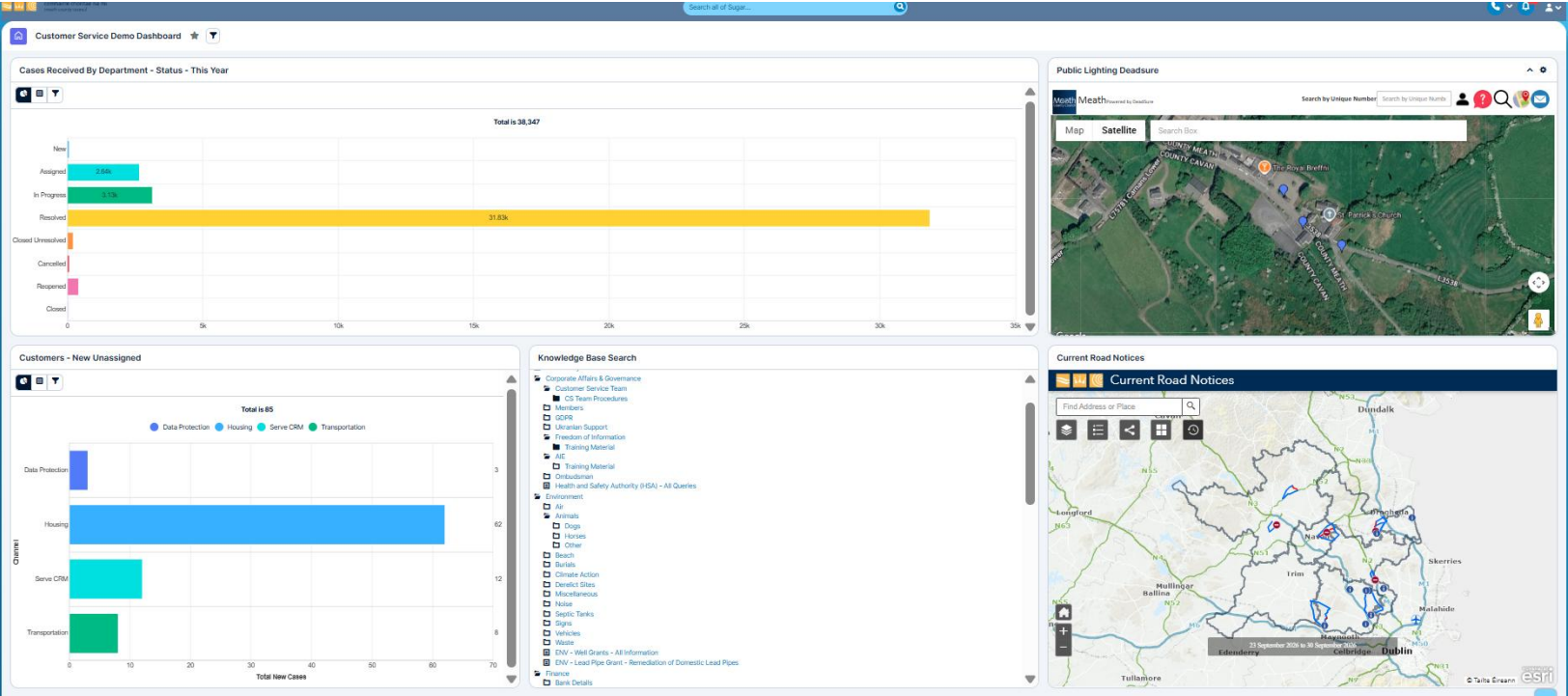
Consistent, approved answers help the team resolve queries quickly

Case activity

Track trends, workloads and outcomes

Location insight

Pinpoint locations accurately for a precise service response



How Can We Help?

People and disciplines make service consistent

Dedicated roles, training, clear commitments and shared processes underpin consistent service delivery.

Build the team

Dedicated roles, civic office staffing and backup support

Train and keep learning

Ownership training, feedback and regular review

Set SLAs and protocols

Clear responsibilities, escalation and out-of-hours processes

Share access

Relevant information and systems across teams



How Can We Help?

Public contact across three key channels

Recorded activity across CRM casework, the Contact Centre and in-person visits.

48,848

CRM cases logged

Casework recorded during 2025

123,834

Contact Centre calls

Calls handled during 2025

28,000

Footfall

In-person visits during 2025

How Can We Help?

What the model changes

Customer, organisational, technology and governance benefits.

Customer experience

Consistent information, quicker routine resolution and clearer tracking

Efficiency

Reduced duplication and better use of capacity

Accountability

CRM insights, clear responsibilities and stronger follow-through



How Can We Help?

Building the next phase of customer service

The next phase will strengthen customer insight and expand accessible digital service channels.

01

Customer satisfaction survey

Early in 2027, examine the introduction of a survey to gather structured feedback on the customer experience.

02

Customer service chatbot

Continue working with IT on implementing a chatbot to support routine information and guidance through digital channels.

03

Customer portal

Continue working with IT on the development of a customer portal as a further route to Council services.

How Can We Help?