

Helping local authorities address National Indicator 14 (NI 14)

NI 14 may sound like a remote galaxy in the constellation Andromeda but it's a lot more mundane, and, for the UK's local authorities, a lot more challenging.



NI 14 is one of the 198 national indicators developed off the back of the 2007 Varney report which highlighted the opportunities for transforming public services by improving delivery, thus forging a more service-driven beast. As such, it represents an ongoing challenge for authorities.



Crucially, National Indicator 14 focuses on reducing **“Avoidable Contact”** with citizens and businesses, that is, the amount of contact within core service areas that represents a poor use of customer's and local authorities' time.

It places a considerable burden on authorities in providing the necessary metrics and data collection mechanisms. Indeed, it could be argued that the official [NI 14 paper](#) places greater weighting on metrics and reporting than solutions. One of the more obvious routes for avoidable contact would be via web-based solutions – and this area is referenced sparingly in the paper.

SmartInform minimises contact whilst enhancing citizens' experience

Through its work for the regulatory governed UK water companies, SmartDesk offers a big advantage for local authorities, particularly in optimising the communication process.

Via an intuitive web interface, SmartInform by SmartDesk allows you to issue voice and SMS messages to any number of individuals in seconds. Appended by a personalised message (in any language), you can use your communications to keep individuals informed and updated. This ease-of-use promotes a proactive, best practice approach in all communications. That way, it can help **reduce your inbound call volumes by upwards of 30%**.

Using voice technology, you benefit from real-time response too. If you are arranging appointments, citizens can use their phone keypad to confirm or to reschedule, for instance, with no need for human interaction on your part. Similarly, any inbound contact on local issues, faults, complaints can be automatically acknowledged.

As a live environment, SmartInform provides flexible real-time reporting on all communications too.

Who are we?

Based in Wembley, SmartDesk Systems work with The Post Office, Argos, Eurostar, NTL/Virgin Media, Sightsavers, and 3663 amongst others, to make a difference through intelligent communication solutions.