

Bury Council – a joined up approach across the services

Summary:

RSL began working with Bury Council in 2009. Initially RSL won the contract to supply over 15 information kiosks in Bury's Children Centres.

Following the success of these kiosks, managers from across the Council have adopted a joined up approach to providing information kiosks for their different client groups. This has resulted in:

- the original order of 15 Slimline information kiosks being rolled out to all the Children's Centres
- Two Slimline information kiosks being used in the Revenues and Benefits Centres
- One Slimline information kiosk in Adult Housing Services

Heather Crozier, Head of Customer Services, Adult Care Services, then approached RSL saying she had seen a kiosk that met their needs perfectly but RSL didn't currently supply it.

Simon Fairbank, RSL's Regional Sales Manager, explained it was possible for RSL to buy these kiosks (the hardware), modify them, and install RSL software on them, so that they could be part of the integrated Bury Council approach to providing customer information.

Therefore, RSL have now supplied Bury's Adult Learning Assessment Centres with two Opti-wall kiosks.

These kiosks have motorised tracks and can slide up and down to different heights, so that wheel-chair users and everyone else can access the information kiosks at a height that suits them.

So far this makes a total of 20 information kiosks supplied for Bury Council by RSL in total.



About RSL's work for Bury Council:

Across Bury Council, managers are looking at a way of providing their clients with information about the Council's services. Traditionally this was done through paper material – brochures, leaflets, posters – and face to face interaction with council staff. The council has gradually been moving away from the paper approach, as it is hard to keep material up to date, difficult to ensure a wide distribution, expensive to print and not very environmentally friendly.

Bury Council's website has played a key role, but managers felt that they could complement the

information provided by the site and their staff in another way.

Initially, a cross-function team was pulled together to look at electronic information kiosks. The information kiosks had to:

- fit their environment
- be easy to maintain
- be able to store and display lots of information
- be connected to each other across a range of different teams and locations
- provide excellent value for money.

After a rigorous tender process, RSL was selected to supply the kiosks.

Working with the different managers across the Council, RSL helped each of them decide how to display their customer information, using RSL's Walled Browser software, and made sure that the information linked up across the different areas. This means that a client, accessing information from a Children's Centre kiosk, can still look up Revenues and Benefits information – instead of having to go to a different location with a different kiosk.



As Tom Houghton, Customer Contact Business Manager, Strategic Housing Unit, Adult Care Services said:

“The new service has benefitted our customers so that they have online access to information, which will help them meet their housing need.”

As part of their assessment of their clients' needs, the Adult Learning Assessment Centres had found that a significant portion of their clients didn't have internet access. They wanted to make their website more accessible, so that more of their clients could enjoy the benefits of looking up information taking as much time as they need.

Therefore the Adult Learning Assessment Centres decided to make some of their web pages touch-screen compliant so that they are completely accessible to all members of the public. This means that these web pages can now be accessed through the kiosks using a keyboard, tracker ball, or touch-screen approach.

Another key strand of the Adult Learning Assessment Centres approach was for everyone to be able to reach and see the kiosks in their centres. The Opti-Wall kiosks, which are wall-mounted, are on powered tracks. This means they can be moved up and down, varying their height, which makes them DDA compliant.

It is also critical for this department that they understand what people think of their visit to the Assessment Centres. So that clients can provide feedback securely, anonymously, and in a way

which suits them, the kiosks have a feedback and surveys section. RSL's Enquire software allows Centre staff to design and monitor surveys and feedback from the general public.

Detail of RSL's Solution for Bury Council

Slimline kiosks

The stylish, sleek Slimline kiosk fits easily into small, indoor areas – perfect for the busy centres across Bury. The council decided to have their own Team Bury branding on all the kiosks, so that members of the public know who is providing the information for them. It also helps build trust in the council and shows very publicly how the council is helping its people.

“The new service has benefited our customers...”

Having had problems with kiosks from other suppliers in the past, Bury Council particularly liked the intuitive touchscreen on the Slimline. They also chose a range of optional features, including an easy-to-use printer.

As Mirza Hamie, Senior Information Officer of Children and Young People's Information Services said: “When we saw RSL's Slimline kiosks, we knew they were the right solution. They were practical and fitted well into their environment.”

Opti-Wall kiosks

The Opti-Wall is a compact kiosk, which is mounted onto an interior wall. This touch-screen kiosk also comes with a keyboard, so that people can access the information how they want. What makes it stand out from other kiosks is it can be mounted on a vertical rail, so that the person using it can adjust its height – perfect for wheelchair users.

All RSL kiosks are fitted with RSL's Watchman software, which allows RSL to monitor its performance remotely and provide usage statistics.

RSL Enquire

RSL Enquire is an on-line survey , which allows the Bury team to gauge how the public feel, or what they know, about a certain topic.

It allows staff members to create a questionnaire, set up a campaign with a start and end date, then choose which kiosks the questionnaire is displayed on. Once the campaign is over, RSL Enquire provides in-depth results to analyse.



Some key features of RSL Enquire are:

- Web based management interface.
- Kiosk friendly content with large buttons and easy to read text.
- Customizable end user designs and branding options.
- Varying question types (Including multiple choice and rank order).
- Multiple statistical result sets.

Watchman System

RSL's Watchman system allows the Bury team and RSL to monitor the kiosks, making sure they are in working order.

The system picks up when the kiosks are being used, what for, whether the printer is out of paper, which kiosks are having issues and with which pages. It allows for a fantastic continuation of service, instant maintenance and monitoring of usage.

Maintenance Contract

As part of the joined up approach across Bury, all RSL kiosks there come with a three year RSL maintenance contract, where RSL monitor, service and maintain the kiosks to ensure they are kept in good working order.

RSL are delighted to be able to keep working with the team at Bury, as they are forward thinking and always striving to meet their customers' needs. The good relationship seems to be reciprocated. As Tom Hoghton, Bury's Customer Contact Business Manager, explained: "Working with RSL was positive and the process went very smoothly. The staff were very helpful. A key benefit was the ability to shape the content of the kiosk to our specification."

Conclusion

RSL's partnership with Bury Council shows that it is possible to link up different types of kiosks to share information across different services. Because RSL builds kiosks, designs the software, and installs everything, it allows them complete flexibility to meet their client's needs.

As Simon Fairbank, RSL's Regional Sales Manager, says: "We enjoy working with Bury Council because the managers there want to work together to ensure different client sectors get a range of information from each kiosk. This joined up approach provides fantastic customer service and excellent value for money.

“One of our strengths at RSL is our ability to take any piece of hardware and install our software on it, so we can still give individual departments choices about how to best communicate with their particular client group.”

If you are interested in the information kiosks we provided for Bury Council, or would like to find out how we can help your organisation, please call **Simon Fairbank, Regional Sales Manager on 07791 392537** or visit our website www.rslkiosks.co.uk