



City of Tea Tree Gully

The City of Tea Tree Gully improved their customer service processes by digitizing over 100 services, and converting more than 36,000 customer service calls into clicks every year.

As part of its service transformation, CTTG was challenged to find an online forms platform that was both easy to use for city staff and residents, whilst accommodating the complex functional needs of the city, including integration with its legacy business systems.

Built with government, for government, OpenForms offered CTTG a powerful forms platform perfectly suited for the business of local government. From permits and payments, through reports and requests, OpenForms provided all the functions CTTG needed out of the box.

Within one year of subscribing to OpenForms, the City digitised over 170 forms, which resulted in over 12,000 forms processed online. “Face to face is the most expensive way customers can do business,” shares Elissa Graves, Manager of Customer & Communications.

“We would see up to several customers waiting in line in our service area.

Now, with OpenForms, we’ve had up to 90% shift online for some of our key services, and we have seen a significant reduction in face-to-face transactions.”

Most notably, OpenForms saved CTTG’s customer service team roughly 60 hours per month in over-the-counter payments thanks to residents being able to easily transact online. Even the most complex of pricing and payment scenarios were digitised with OpenForms.

Bin Payments offered over 48 different pricing variables based on the number and types of bins the customer needed, whether they want bins delivered, if they are eligible for discounts, and pro-rata pricing based on the time of year the bins were ordered. Using OpenForms’ smart logic combined with payment processing, the entire Bin Application process was shifted online.



“Continuous improvement for City of Tea Tree Gully is about decreasing our cost base, whilst improving our customer service. By shifting online, we could see the cost to serve drop from as much as \$60, to as little as 15 cents.”

Ryan McMahon, Director of Organisational Services & Excellence.

"The OpenForms' API was invaluable in helping CTTG achieve efficiencies," says Campbell, "Direct integration into Content Manager (records management) is saving a lot of processing time.

Customers used to send Freedom of Info requests by post, which we would need to open, catalogue, scan into CM, assess, invoice the resident, wait for payment, assign to the right person to start the application process.

Now, the resident submits and pays online, it's put into records management right away, Customer Service team get a copy via email and can delegate to

the right person. No handling, so much time saved".

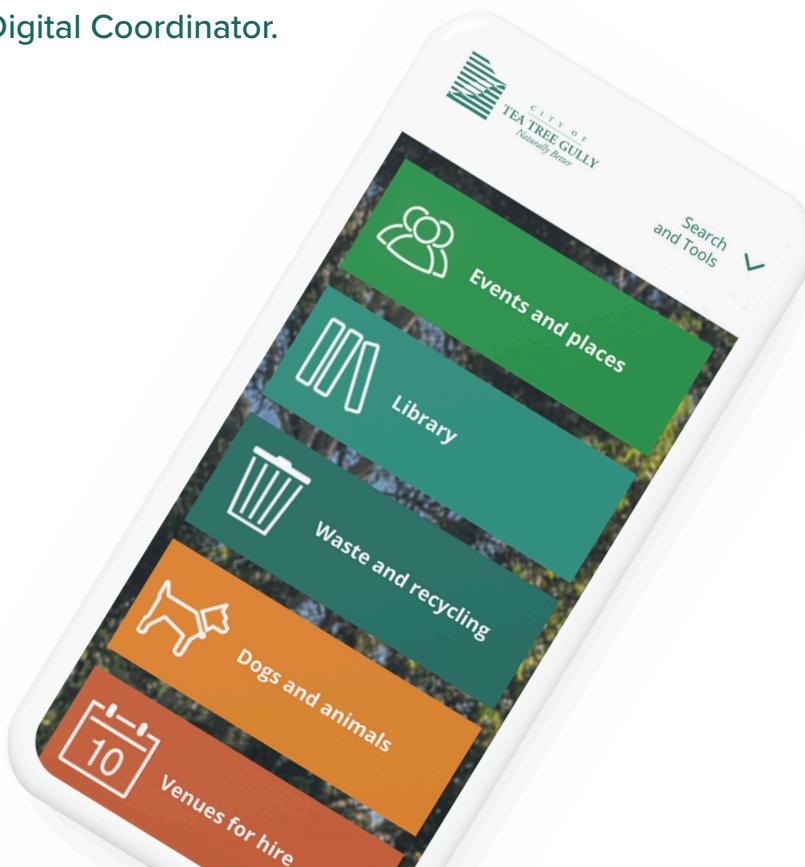
"We aim to transfer all of the PDFs on our website into OpenForms." After the success of the first 20 online services, departments from across the city started reaching out to the web team, asking for their services to be put online.

Thanks to the ease of use of OpenForms, CTTG empowered 22 people across the City to use OpenForms and transform their department services.



"Imagine the customers' delight when getting an automated response explaining expected service times and providing next steps, and on top of this, customers can expect an outcome to their request as quickly as half an hour after they've submitted a form."

Silvana Segat, Digital Coordinator.



The Building and Planning team leveraged OpenForms to digitize one of the most complex processes in any council – development applications. Like many local governments, DA's were a very manual process, with many steps and touchpoints for both City staff and residents.

CTTG's planning team received a large number of documents for every planning application, which needed to be manually checked and stitched together before being registered in the DMS system and assigned a case number. With OpenForms, CTTG digitised the entire process, automatically assembling and registering applications within DMS

without human effort.

Using OpenForms, CTTG was able to create convenience not just for customers, but for staff as well. For example, CTTG digitised many workplace checklists which need to be completed daily.

Staff simply select their work location and OpenForm's Smart Logic adjusts for users to complete the relevant checklists. Using digital signatures, users can sign the completed form, and using the OpenForm API, the form is submitted straight into the city's document management system as a record.



“Things that would have traditionally taken us a long time, like calculating costs, processing payments and lodging requests into our records management system, is now all automated with OpenForms, which is revolutionising our services here at Tea Tree Gully.”

Chris Campbell, Digital Communications Officer.



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