

Case Study

CUSTOMER

London Borough of Camden

TITLE

Delivering Outstanding Citizen Service with Pentaho

CUSTOMER SPEAK

“Camden became one of the top performing boroughs in London scoring the maximum four stars in the Audit Commission’s comprehensive assessment. With the success of initial solution, LBC returned to GrayMatter to enhance / include several additional scenarios in the business rules for capturing the data in the DWH. This was meant to not only suit the new logic in the CRM system data capture; but also enhance the logic of DWH population through ETL. GrayMatter successfully managed this enhancement; changes to various components of earlier BI solution.”

Delivering Outstanding Citizen Service with Pentaho!

Company Overview:

Camden is one of the top performing boroughs in London scoring the maximum four stars in the Audit Commission's comprehensive assessment. Camden Council has been a pioneer in using technology effectively to deliver best in class services to residents and businesses.

Pentaho Partner:

Graymatter is Open Source Services Company focused on providing business intelligence solutions. Graymatter has successfully implemented and deployed Pentaho for several customers in the UK, US and India.

Key Business Challenges:

Camden's Housing Benefits and Council Tax departments use a CRM system to track services offered to visitors who come into their reception area. A set of KPIs were defined to monitor the progress of visitor requests, but it was extremely difficult and time consuming for business users to have access to current KPIs of contact centers as this information was derived using complex steps from data stored in the Lagan CRM system. It was also necessary to monitor the trends periodically and drill down to details from the summary views to identify potential bottlenecks and take necessary actions to ensure SLAs were met.

Solution:

The London borough of Camden deployed Pentaho BI Suite Enterprise Edition on a Red Hat Enterprise Linux server, using a JBoss application server and a PostgreSQL database, and integrates with the organization's centralized security system based on Microsoft Active Directory. Graymatter managed the design and deployment of the project, from dimensional modeling to data warehouse (DWH) generation, to dashboard and report design. The deployment takes advantage of the full breadth of capabilities of the Pentaho BI Suite Enterprise Edition and was implemented in only four months.

The various team-level and department-level metrics were reported on top of the data warehouse built from the Lagan CRM system. These metrics would provide KPIs for each team, with further drill down. Also included were some reports of the overall handling of customer CRM 'cases' (as each encounter with a customer was called); along with the details of each case.

The logic for transforming the data was very complex and the ETL development had a prerequisite of developing Business rules flowchart and pseudo code to take care of various scenarios. GrayMatter developed the same and then proceeded with ETL implementation with detailed validations by Graymatter and customer team. This was achieved successfully and eventually rolled out into Production. GrayMatter also provided post-production support for a short while to ensure smooth handover of solution to LBC.

The solution had a legacy load of historical data and daily refreshes to the DWH through scheduled ETL jobs / transformations. Thus, users were able to see up to date measures / metrics.

Subsequent enhancements:

LBC's customer, after having seen the benefit of the BI dashboards / reports, came back to LBC with request for further enhancements to the Data Warehouse rules from the Lagan CRM system. This was required as LBC was moving to a new version of the source Lagan CRM system with additional features incorporated to suit their client's requirements.

With the success of initial solution, LBC returned to GrayMatter to enhance / include several additional scenarios in the business rules for capturing the data in the DWH. This was meant to not only suit the new logic in the CRM system data capture; but also enhance the logic of DWH population through ETL. Eventually, these results were to reflect in the dashboards / reports observed by them.

GrayMatter successfully managed this enhancement; changes to various components of earlier BI solution.

Results:

Now, with Pentaho, business users are able to easily access real-time KPIs, and to drill from summary level information into detailed reports. Users also subscribe to standard reports which are delivered to them automatically via e-mail at periodic intervals.

They are also able to take decisions on which departments / teams / officers were contributing to below-SLA levels of performance and how to handle them. The overall objective of attaining higher efficiency was now being easily met.
