

# EELGA CHOOSES SANDYX TO HELP IMPROVE TALENT BANK

| SECTOR   | EMPLOYEES   |
|--|---|
| Public   | 500+  |
| LOCATION   | TURNOVER  |
| Bury St Edmonds  | n/a   |
| WEBSITE  | SERVICES  |
| <a href="http://www.eelga.gov.uk">www.eelga.gov.uk</a> | Adult & children services, economic developments, financial resources |

## Background

The East of England LGA is a cross party organisation which works on behalf of the 52 local councils in the East of England to harness their collective strength to shape and serve their communities and localities. It provides innovative solutions to partners and delivers projects and services around key issues such as integration, commercialisation and organisational review.

Talent Bank is a key service provided by EELGA. This service provides access to a shared pool of high quality associates with specialist expertise in priority services. It offers a quick and easy way for the local councils to access additional capacity and expertise when needed.

In 2013 EELGA developed plans to increase the

scale of Talent Bank and expand the services both to clients and Associates. To achieve these plans it needed to improve the quality of opportunity management and implement a collaborative environment between clients, Associates and the EELGA.

EELGA recognised that its existing range of diaries and spreadsheets could not support its plans for business growth. EELGA reviewed a number of market leading CRM solutions and after benchmarking they decided to contract with Salescloud from Salesforce.com and to utilise Sandyx as the Professional Services implementation partner.

## The Challenge

To enable consistent engagement processes with 52 local councils and over 500 associates EELGA needed to review its People skills, Processes and IT solutions.

The Process and IT challenges included -

- Ensuring that clients, Associates and the EELGA have a consistent vision of a quality service and that all parties are motivated to work together and deliver this service
- Coordination - Helping local authorities work together so they learn from each other and prevent duplication.

- Supporting the Green Initiative by co-ordinating with councils so that they can identify and deliver energy efficiency improvements.

To support the above the EELGA needed to -

- Implement high quality opportunity management which co-ordinates clients, Associates, EELGA and other 3<sup>rd</sup> parties
- Implement sophisticated client management with associated workflows and approvals
- Deliver measurable improvements in customer service
- Deploy a consistent quality of service for organisational working, cross-team co-operation and information sharing

## The Solution

To ensure that Sandyx delivered a collaborative partner CRM solution which would meet EELGA's requirements, Sandy ran a standalone scoping workshop, the output of which was reviewed and iterated to ensure that both Sandyx and the EELGA had an agreed understanding of the deliverables. Sandyx then developed a prototype designed to ensure that different EELGA staff, and Associates had the appropriate screens, data and workflows necessary for their roles. Once the prototype was agreed, the final configuration and build took place.

## The Result

The Sandyx implementation improved the organisational processes by -

- Consolidating all relevant data in respect of local councils, Associates, business opportunities and the EELGA into one system. This enables the EELGA to have a single and consistent view of all facets of the client interaction and to implement a set of standard and high quality processes for engaging with these clients
- Implementing automated assignments and alerts thus ensuring that all updates are undertaken in a timely manner and increasing the ability of Talent Bank to plan and control their engagement processes.
- Increase the capability to fulfil requests to Talent Bank by over 60%

The project went live in March 2013 within the original timeline and budget.

## Further Details

Please contact Jim McGuckin for more information.

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