

## Case study: Kensington and Chelsea

*The Royal Borough of Kensington and Chelsea is a Borough of London in the United Kingdom with a population of around 159,000 residents. The council provides Local Government public services to residents, businesses and visitors.*

### Client situation

The council was completing the first stage of a Customer Relationship Management (CRM) technology project and wanted an independent review to help it plan the next stage of work.

### How did we help?

Consultants with deep experience in CRM and Local Government carried out a comprehensive research review, identifying evidence to demonstrate best practice in CRM implementations.

Customer Services managers identified their requirements for future stages and risks associated with the current work. Staff involved in all areas of the project, from delivery to service area users were consulted for their views of the project's strengths and weaknesses. This review highlighted several areas that required attention for the project to continue successfully.

A series of comprehensive recommendations, backed up by an implementation plan, limited the project's risks and re-focused the subsequent delivery stages in line with best practice.

### Results achieved

- Knowledge transfer of best practice in CRM implementation
- Comprehensive recommendations for restructuring the project team, reducing risks for subsequent stages of project delivery
- Identified areas of CRM support for the council's "Here to Help" transformation programme



Jason's insight and knowledge of CRM deployments supported by Gartner research has been invaluable to the Authority.

The review has informed the strategic direction of the project and was value for money.



**Ray Brown**  
Head of Customer Access  
and Business Change



THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**

*To improve your organisation's customer service performance, contact Price Perrott now*

**info@priceperrott.com**  
**www.priceperrott.com**  
**+64 (22) 039 7051**

Registered in New Zealand  
Company No. 4399879 • GST 111320071

