



CASE STUDY

Driver and Vehicle Licensing Agency (DVLA)

The Driver and Vehicle Licensing Agency (DVLA) is a major public sector organisation under the UK Government's Department for Transport.

About

One of the largest public sector organisations, the Driver and Vehicle Licensing Agency (DVLA), an executive agency of the UK Government's Department for Transport, is responsible for over 50 million driver records and 40 million vehicle records. This generates approximately £7.3 billion in Vehicle Excise Duty annually, and their work impacts the lives of everyone in the UK, ensuring our roads are some of the safest in the world.



Rob Holohan, the Contact Centre Product Owner at DVLA, expressed excitement about the benefits the technology will bring, including expanded customer contact options, improved service measurement and continuous improvement, and a more personalised and efficient customer experience. The new solution will revamp IVRs, automate simple inquiries, and offer round-the-clock customer support.

Situation

With over 6,000 employees, including 1,200 contact centre advisors, DVLA needed a more modern and flexible communication solution. The agency launched a procurement process, taking a technology-agnostic approach to encourage innovative bids. This resulted in bids for on-premise, fully hosted, and hybrid options. Wavenet, a trusted partner of DVLA, collaborated closely with its project team to understand their needs and recommend strategies to enhance the customer journey and operational efficiency.

Solution

DVLA ultimately selected Wavenet's fully integrated, AI-enabled, cloud-based communication solution, secured through the Lot 10 (Unified Communications) framework of Network Services 2.

Wavenet's solution, implementing Content Guru's storm platform, was designed to integrate seamlessly with DVLA's existing telephony and web channels. By enabling multi-channel communication, including voice, email, SMS, and web chat – the platform allows DVLA to engage customers through their preferred channels, leading to more efficient interactions. Intelligent automation streamlines routine inquiries, improving first-contact resolution and allowing advisors to focus on complex issues.

Additionally, the platform's analytics provide real-time insights into customer interactions, helping DVLA continuously improve service quality.

Results

Overall, Wavenet's solution helped DVLA achieve its goals to dramatically improve the agency's operations and deliver a superior experience for customers and employees.

- Multi-channel contact history improved efficiency and personalisation for advisors.
- Improved customer experience with faster, more personalised interactions.
- Automated email responses handled 50,000 emails monthly, freeing up advisors.
- Self-service options now handle 30% of interactions, reducing agent workload.
- Reduced average handling times for calls and chats by 50% and allowed customers to hold queue positions.
- Web chat managed 300,000 sessions monthly, saving 150 seconds per interaction.
- £8 million in savings projected over the contract term.
- Scaled operations, including a 150-seat contact centre in Birmingham.
- Round-the-clock support ensured 24/7 customer assistance availability.
- Enhanced service monitoring and improvement through AI-driven feedback and analytics.
- Greater operational agility with in-house system adjustments.
- Smaller computer footprint minimised hardware needs and energy consumption.

Justin Griffiths, the Project Manager at DVLA, highlighted the transformative nature of the project, emphasising the integration of Content Guru's storm platform with existing web channels and telephony services. The solution will empower customers with more self-service and automation options while providing DVLA staff with enhanced communication tools.

The DVLA is now empowered to deliver the superior customer and employee experience it envisioned, with the ability to gather key insights that fuel ongoing improvements and help meet future targets.

Let's talk **0333 234 0011**