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public sector

CASE STUDY

Driver and Vehicle Licensing Agency (DVLA)

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Optimised customer experience, cost savings, and leveraged insights for continous improvement

About the customer

Responsible for over 50 million driver records and 40 million vehicle records, DVLA plays a critical role in maintaining the safety of UK roads, supporting law enforcement, and collecting around £7.3 billion in Vehicle Excise Duty annually. Serving millions of citizens, DVLA is dedicated to improving public services and operational efficiency through modern technology solutions, ensuring that its communication infrastructure supports these critical responsibilities.

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.

The challenge

DVLA's vast operations involve over 6,000 employees across Swansea and Birmingham, with 1,200 working as advisors in the contact centres. Handling large volumes of customer interactions through both digital and traditional channels, DVLA recognised the limitations of its existing telephony and contact centre services. The organisation needed a more modern, flexible communication solution to improve customer experience and optimise internal processes.

To meet these needs, DVLA launched a procurement process to find a solution that would support its diverse communication requirements. Taking a technology-agnostic approach, DVLA encouraged innovation by allowing bidders to propose a range of solutions. 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 advise on improving the customer journey, operational efficiency and implementing new services in line with DVLA's objectives.

The 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.

The results

- Multi-Channel Contact History:
- Improved Customer Experience
- Automated Email Responses
- Intelligent Automation for Driver's Medical Service
- Enhanced IVR System
- AI-Powered Web Chat
- Automated Simple Enquiries
- Round-the-Clock Customer Support
- AI-Enabled Sentiment Analysis and Transcription
- Increased Self-Service
- Smaller Computer Footprint
- In-House Configuration and Autonomy
- Upskilled Service Architects
- New Customer Feedback Channels
- Scalable operations
- Cost Savings

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.

Dvla is now empowered to deliver a better overall customer experience, gather insightstto fuel ongoing improvements, scale to match future growth targets and reduce costs while doing so.

Let's talk **0333 234 0011**

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