

“Vodafone listened to what we needed and delivered a CRM system that supports efficient and consistent customer management and service process needs for all office and field-based users.”

Andrew Bowring, IT services manager, CORGI



Change made easy when CORGI deploys Vodafone customer relationship management solution

Fast facts

Customer: Council for Registered Gas Installers (CORGI)

Web site: trustCORGI.com

Number of employees: 250

Country or region: United Kingdom

Industry: Corporate – Public

Customer profile

The Council for Registered Gas Installers (CORGI) has operated the registration scheme for gas installers in the UK since 1970. Registration with CORGI is now a legal requirement under the Gas Safety (Installation and Use) Regulations 1998 for any gas installation business.

Product details

- Siebel CRM

The Council for Registered Gas Installers (CORGI) is synonymous with gas safety in the United Kingdom (UK). As the organisation responsible for registering all gas installation businesses in the UK, CORGI needed a flexible customer relationship management (CRM) solution to help it react quickly to regulatory changes and streamline application and inspection processes. Working with Vodafone, CORGI deployed a Siebel CRM solution that enables all users, including call centre employees and field-based inspectors, to access the same application – saving time, reducing complexity and improving registration and safety processes.

Situation

The Council for Registered Gas Installers (CORGI), based in Basingstoke, operates the registration scheme for gas installers in the United Kingdom (UK) and runs a Competent Person Scheme for plumbers, electricians and ventilation installers. CORGI is responsible for more than 55,000 businesses – from sole proprietors to companies with thousands of employees. It also provides information on gas safety, both online and by telephone. More than 150 field inspectors and 100 call centre and administrative staff gather and disseminate information to and from installers, government agencies and members of the public.

As the national watchdog for gas safety in the UK, CORGI works in a very strict regulatory environment. The company is responsible for ensuring that all CORGI certified installers comply with rapidly changing gas safety regulations. Andrew Bowring, IT services manager at CORGI, says: “The government introduces new regulatory requirements that we often have to respond to with little notice.”

To meet these requirements, CORGI had to invest in a new IT system. Existing systems had grown over many years with significant custom development that made them inflexible and ineffective at supporting new processes when gas safety laws changed.

CORGI also wanted to expand its business beyond gas safety with new programmes such as the Competent Person Scheme registering plumbers, electricians and ventilation installers. “We wanted to start again with a scalable out-of-the-box system that could deal with change,” says Bowring.

Solution

After considering several solutions, CORGI hired Vodafone to implement a Siebel CRM system. Key managers at CORGI were interested in Vodafone's proposition from the start. "It was a revelation to find one application that could meet all our operational needs. Most importantly, this project required a partnership between the vendor and CORGI," says Bowring. "Vodafone impressed us as the type of organisation we could trust to deliver the solution we needed now and in the future."

In March 2007, Vodafone started to work with CORGI to design how its system should be configured to ensure ease of use and the ability to grow as the company adds initiatives and programmes. CORGI requested a dynamic systems development model

approach, which meant the system was delivered in iterative steps rather than one big design and build project. "We liked the flexibility Vodafone demonstrated to work within our IT project delivery procedures. The first version was with us within eight weeks of project initiation and we were pleased the solution had been delivered within our budget and time frames," says Bowring.

The Siebel implementation allows CORGI to maintain its membership register of installers who can work with gas in the UK and the system can be easily adapted to incorporate new laws. "When we are notified about a new registration requirement, we can make a change within a couple of hours," says Bowring.

When an installer contacts the call centre and asks for an application, or applies directly online, a suitable appointment is booked for a CORGI inspector to visit new applicants to make sure they fulfil legal requirements.

Inspectors use Tablet PCs with Vodafone 3G connections to log on to the system, which generates an ID card for each new member. When installers need to renew their certification, the system automatically generates a letter to them and the process starts over again. "Thanks to the solution from Vodafone, inspectors can book new appointments on the spot, capture site notes and generate follow up letters," says Bowring. The system also manages complaints about installers made by members of the public.

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Business benefits

Vodafone developed a system for CORGI that's flexible enough to react quickly to regulatory requirements, to grow into different sectors and process multiple tasks from the same system. The system is also cheaper to maintain. "Vodafone listened to what we needed and delivered a CRM system that supports efficient and consistent customer management and service process needs for all office and field-based users," says Bowring.

- IT personnel at CORGI can now make changes to the system in less than two hours, instead of months of development time the old system used to take.

- CORGI can now ensure that all certifications are issued under the most up-to-date legal requirements.
- The Vodafone solution is scalable enough to grow with CORGI when other streams of business are added.
- Resources are freed up for more proactive development, such as adding new streams of business, instead of spending time reacting to regulatory changes.
- Inspectors and call centre staff use the same application, so IT personnel only need to maintain one system rather than two or more different

systems, plus the interface between those systems.

- Data is input into one place, saving time and streamlining systems, and ensuring more consistent data.
- Standard searches and ways of looking at information improve customer service and simplify training.
- Inspectors respond more quickly to calls from the public, improving gas safety.

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