

CASE STUDY

CAMBRIDGESHIRE COUNTY COUNCIL



Cambridgeshire
County Council



Industry:

Public Sector - Waste & Recycling Centres



Dates:

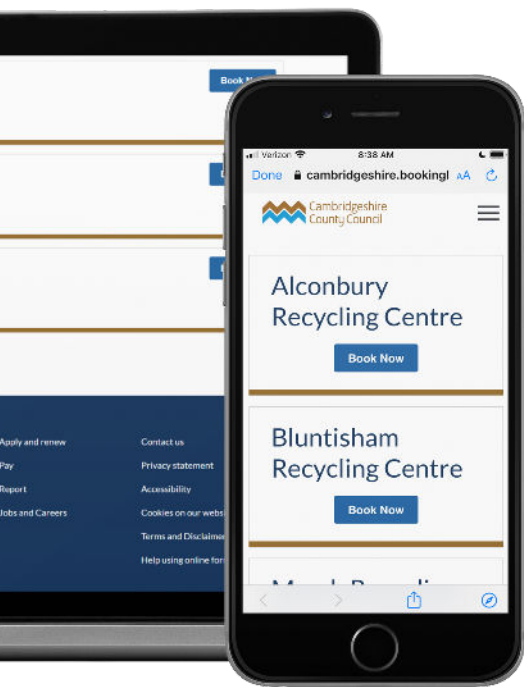
Since May 2020



Project Completion

Time:

3 days



BACKGROUND

Cambridgeshire County Council provides household recycling centres for use by County residents. When the Covid-19 virus struck it was necessary to close all sites until measures could be put in place to protect site users and staff. Initially when sites reopened, traffic management measures were used to deal with the expected high level of demand and maintain traffic flow around sites. This option was expensive, resulting in long waiting times for site users and considerable disruption to traffic on neighbouring roads.

CHALLENGES AND NEEDS

- First and foremost, reducing waiting times and traffic disruption to neighbouring roads was the biggest need
- They chose BookingLive to develop a simple to use and administer booking system
- Due to the nature of the need, the biggest challenge was the incredibly short timescale to put the system in place in three days

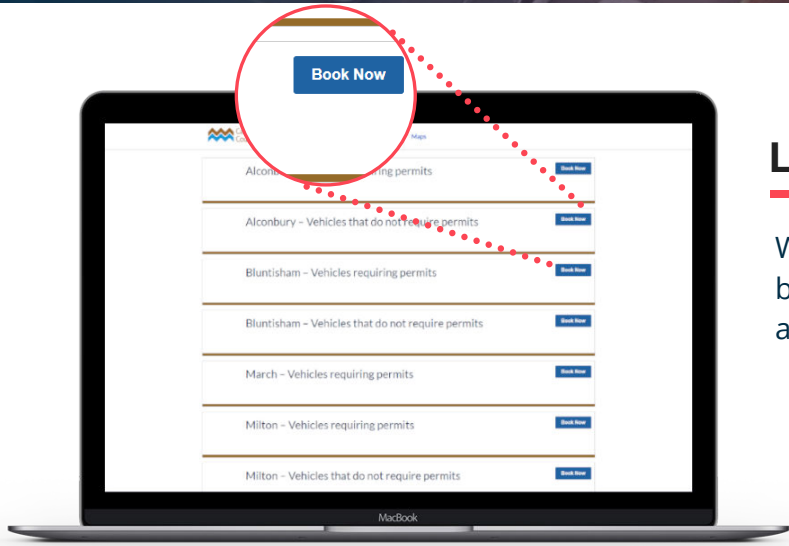
OUTCOME AFTER USING BOOKINGLIVE

- The deadline was achieved, and Booking Live were there throughout the introduction process to guide and support staff implementing the system. The system was initially only used to manage the flow of certain types of vehicles that required permits to enter sites, but was soon extended to all vehicles at three sites with the greatest disruption
- The success at these sites quickly led to its extension to two further sites where queues were still a problem
- Since introducing the booking system, the Council has been able to substantially scale back traffic management operations, leading to a considerable financial saving
- Waiting times for site users have improved from typically up to an hour to less than 5 minutes, with vehicles often being able to drive straight onto site
- Disruption to local traffic has been virtually eliminated, and related complaints have greatly reduced.



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LOCATION SELECTION

When a user lands on the multi device ready booking page they'll have the option to choose from a variety of waste and recycling centres.

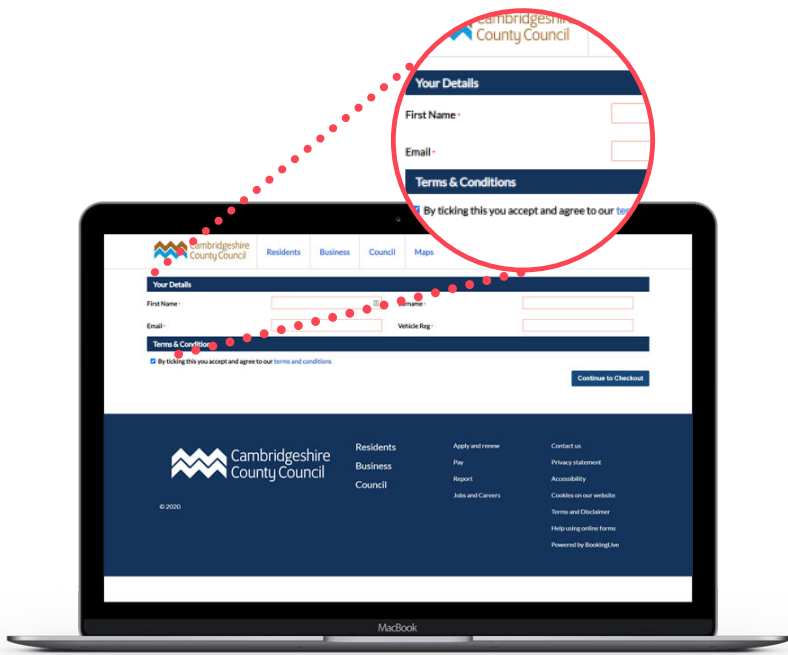
DATE SELECTION

Upon location selection, a user will be taken to a screen with available time slots. After selecting an available time, there will be an order summary displayed below.



DATA CAPTURE

Once they have chosen the desired date and time, the user will then fill in a short data capture form. Once this is complete they will be taken to a checkout/confirmation page.



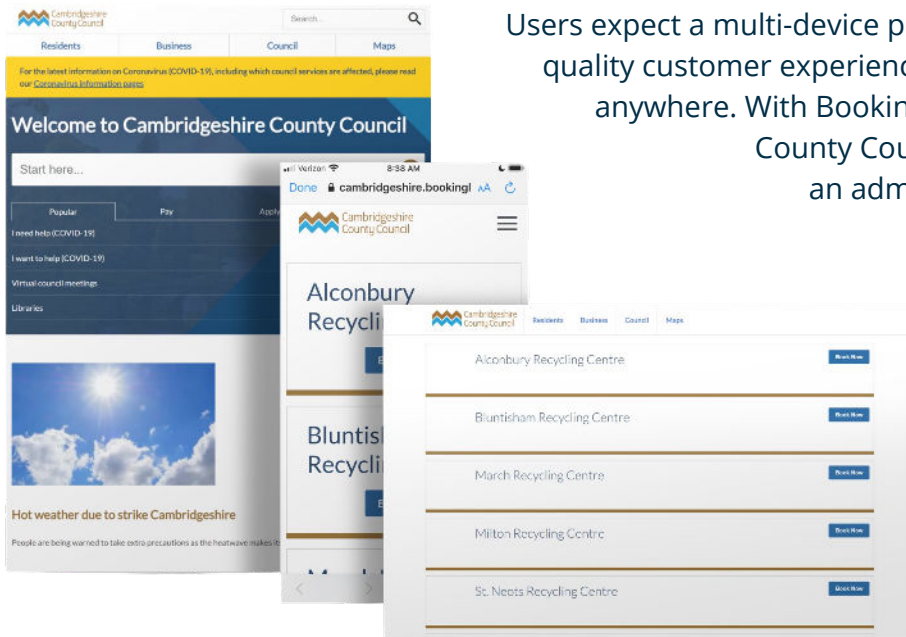
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MULTI DEVICE PLATFORM

Users expect a multi-device platform designed for the highest quality customer experiences, with the ability to book from anywhere. With BookingLive's system, Cambridgeshire County Council is able to offer their citizens an admin free, multi device experience with access to schedule its services 24/7.



REFERENCE

"I was truly impressed with the level of support that we received from Booking Live. We were allocated our own Project Manager to support us through the initial implementation phase. He was always available and highly responsive, nothing was ever too much trouble and the few problems we did experience were quickly resolved. After the first month we were directed towards BookingLive's helpdesk to resolve issues and have continued to receive the same high level of support."

"The system itself is very logical, and simple to use. It is easy to adapt to changing requirements. I made a point of speaking to site visitors about their experiences of making bookings, and the universal response was that the system was clear and easy to use."

"I have been highly impressed by the booking system and support provided by Booking Live, and based on my experiences would recommend the company to anyone with similar requirements."

Dave White, **Strategic Projects Manager, Cambridgeshire County Council**

NEXT STEPS

We are on a mission to improve the way local government interacts with its users. Contact us today to see a live demonstration and to discuss your requirements further.

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