

Optus Brisbane City Council- Transcript from video case study. December 2013

INTRODUCTION

Councillor Julian Simmonds, Finance Chairman, Brisbane City Council (BCC)

Brisbane City Council (BCC) is the biggest city council organisation in Australia. We have over 7,700 employees and do a broad range of services.

Kevin Finney, Strategic Account Manager, Optus Business

The concept for the Council that we were looking for was around delivering a digital platform which was going to take them forward and allow them to integrate with a future technology.

We are providing everything from a managed service desk through to onsite staff for technical and billing and accounts support.

We are also providing all of the general communications requirements with mobile, fixed voice, data and internet so it is a whole-of-business solution for BCC.

Councillor Julian Simmonds, Brisbane City Council

It is a partnership that we have [with Optus]. Their team and our team work very closely together. It's been very beneficial to us to have Optus as a single point of contact. Often a council officer will be talking to an Optus employee rather than a council employee and not even realise it.

It's very important to BCC that when a resident contacts us they have a great experience. There's always new ways that residents want to communicate with you, whether it's through voice or social media or those kinds of ways.

So it's important for us to have a good foundation; a good platform and then build these new communications' solutions over the top.

Kevin Finney, Strategic Account Manager, Optus Business

One of the objectives that the council wanted to achieve was to explore and fluently adopt the use of social media in communicating to the community.

Councillor Julian Simmonds, Brisbane City Council

You can't tell people how they are meant to contact one another- you can't say 'I am sorry you can only call me on the telephone or go and visit the customer services centre'. We want to be able to continue to respond to those new communication methods.

We're using all sorts of things like social media and crowd mapping as part of our disaster management communications and we're sending out early warning alerts via SMS.

Kevin Finney, Strategic Account Manager, Optus Business

They [BCC] have also used it [social media] as a great way to just provide information on what's happening [for example] you can hop onto BCC's Facebook page and see what events are coming up.

Councillor Julian Simmonds, Brisbane City Council

We always maintain our traditional [communication] methods as well, our 24 hour call centre will always be a vital part of our operation, but being able to respond when people want to use new channels to contact us is incredibly important.

We took a decision a little while ago to transition to paperless cabinet and council meetings so that means that every councillor has an iPad. Now we can use the council's platform to distribute all of our council's papers electronically via the iPad.

As a council and cabinet member, I am able to access these papers wherever I am via my iPad; whether in the council's chambers during a debate or in front of one of the residents, when I am trying to explain something that has gone on in the debate.

It's the way that we have transformed our Government into a more mobile and agile platform.

Kevin Finney, Strategic Account Manager, Optus Business

I think we've [Optus] achieved everything that was required. We've delivered a platform that enables council to move forward and start looking at newer technologies, and we can start looking at what else is possible. We've had high-level discussions around a range of more advanced technologies.

It's about making a customer's experience, like BCC's as good as we possibly can.

Councillor Julian Simmonds, Brisbane City Council

There's a lot more scope; a lot more functionality that perhaps the Optus managed solution provides that we are yet to take up and that's an ongoing journey. We are satisfied with Optus' service.

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